

## EUROPEAN SCHOOL OF ECONOMICS

————— SMART INTERNSHIP —————

## Message from the President

#### The Economics to Come

Industries and corporate enterprises should teach the Art of Dreaming - the principles of self-improvement and inner integrity to enable their people to become advanced beings. The world of business has to realize that real, financial expansion comes out of quality, and declines rapidly when quality is missing.

Elio D'Anna, European School of Economics Founder and President



SMART INTERNSHIP is an innovative, practical and easy project that can be very beneficial to both students - future professionals and Companies.

The ultimate aim of the project is to provide actionable recommendations for the company's business challenges by creating for them a project on demand.

Following a rigorous and structured methodology, the project ensures the company a highly professional and top-quality business report made by ESE students, known for their talents, know-how and unconventional ideas. It will help deliver outstanding results that will give visionary companies a competitive edge.

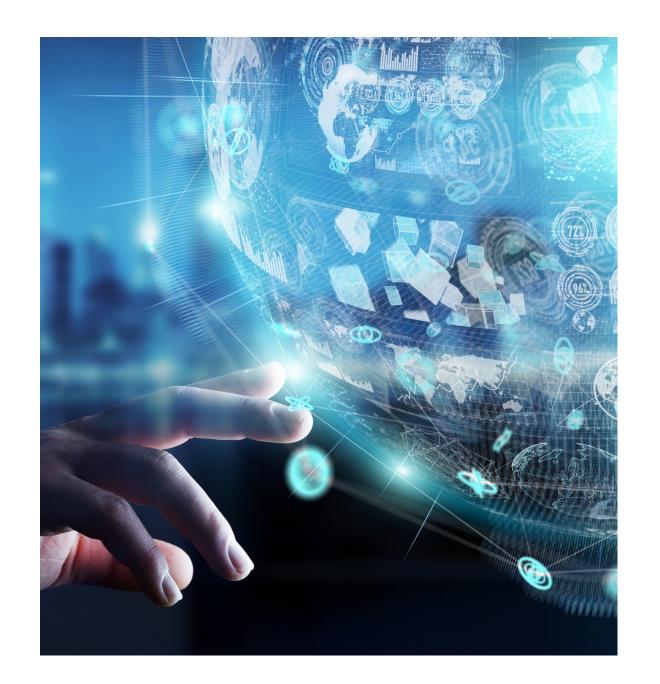




## SMART INTERNSHIP

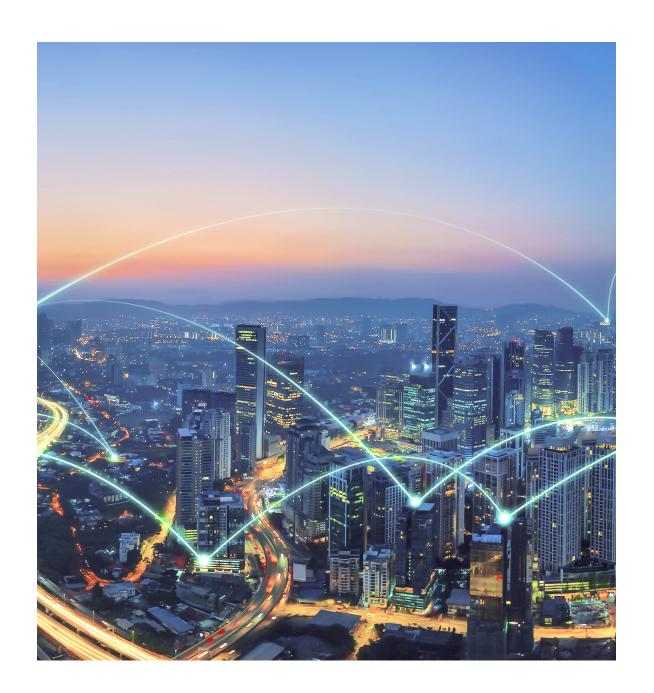
#### PROJECT STRUCTURE

- ESE Internship Dept will contact the Company, proposing the possibility of a Smart Internship for Ese Students (candidate + project)
- The Company can opt to develop one of ESEs project proposals or to realize a brand new project.
- The Company will choose between two candidates previously selected by ESE Internship Department or leave the selection of the candidate directly up to ESE.
- The Company will appoint a student mentor, committing to 3 virtual meetings: one at the beginning to define general guidelines; one in the middle to check on the progress; one at the end to confirm the final result. Periodical calls are suggested every two weeks to discuss the progress and to serve as a tracking system to keep everything on schedule.
- As a final output, students hand in a written report along with an oral presentation which could also be held online with the details of the methodology and recommendations related to the project mandate.
- The project is to be finished within 3 months and remains the Company's property.





- Market Research, International Marketing and Sales Strategies
- Product Development, Product Launching
- Communication and Promotional Strategies
- Benchmarking, Customer Insights, Trend Forecasting
- Financial Feasibility Studies and Risk Management
- Researching Improvement areas and New Targeting Audience





# SMART INTERNSHIP PROJECT ADVANTAGES

#### COMPANIES

- Set in motion a project that will reshape the workplace for years to come
- Engage extra fresh minds who will put their creativity and energy at the service of the company.
- Develop projects that have been left aside unfinished
- Flexible agreements made on a project-by-project basis
- Freedom from traditional internship issues (bureaucracy, insurance, related costs, etc.)

#### STUDENTS

- Experience the excitement of working on a real project and contributing to the company's success..
- Learn how to deal with a complex project in smart working
- Increase levels of responsibility and autonomy
- Elevate competences and skills fundamental for future candidacy or entrepreneurial projects
- Include the project in their CV as a valuable experience

### CONTACTS



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