



EUROPEAN SCHOOL OF ECONOMICS

— SMART INTERNSHIP —

— www.ese.ac.uk —



SMART INTERNSHIP

THE CONCEPT

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.





SMART INTERNSHIP PROJECT PROPOSAL

- 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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