

# Northern Arizona University Virtual Study Abroad – International Internships

**IMPORTANT:** *This Document is meant for internal use by faculty of Northern Arizona University. Please do not share host company names with anyone outside the university. We also ask that whenever sharing sample company names with students, it be made clear that we cannot guarantee any student an internship project in one specific company or organization.*

<b>Accounting &amp; Finance</b>	<b>4</b>
Sample Companies	4
Sample Projects	5
<b>Biology, Biotechnology, Chemistry, and Pharmaceutical/Healthcare</b>	<b>7</b>
Sample Companies	7
Sample Projects	8
<b>Business Development/Entrepreneurship</b>	<b>10</b>
Sample Companies	10
Sample Projects	11
<b>Fashion</b>	<b>13</b>
Sample Companies	13
Sample Projects	14
<b>Communications (Advertising, Marketing, and Public Relations)</b>	<b>15</b>
Sample Companies	16
Sample Projects	16
<b>Graphic Design</b>	<b>19</b>
Sample Companies	19
Sample Projects	20
<b>Event Planning</b>	<b>21</b>
Sample Companies	21
Sample Projects	22
<b>Film and Video Production</b>	<b>23</b>
Sample Companies:	23
Sample Projects:	24
<b>Hospitality and Tourism</b>	<b>25</b>
Sample Companies	25
Sample Projects	26
<b>Human Resources</b>	<b>27</b>
Sample Companies	27
Sample Projects	28
<b>Information Technology</b>	<b>29</b>
Sample Companies	29
Sample Projects	30
<b>Logistics</b>	<b>34</b>
Sample Companies	34
Sample Projects	35
<b>Legal</b>	<b>36</b>
Sample Companies	36
Sample Projects	37

<b>International Politics</b>	<b>39</b>
Sample Companies	39
Sample Projects	40
<b>Non-Profit</b>	<b>42</b>
Sample Companies	42
Sample Projects	43
<b>Social Sciences</b>	<b>48</b>
Sample Companies	48
Sample Projects	49
<b>Sports Management</b>	<b>51</b>
Sample Companies	51
Sample Projects	52
<b>Social Work</b>	<b>52</b>
Sample Companies	52
Sample Projects	53
<b>Sustainability</b>	<b>55</b>
Sample Companies	55
Sample Projects	55
<b>Writing (Journalism, Publishing)</b>	<b>57</b>
Sample Companies	57
Sample Projects	58

## Accounting & Finance

### Sample Companies

#### [Hastee](#)

Hastee stands at the forefront of revolutionizing employee financial well-being, positioning itself as the heartbeat of financial health for your workforce. Empowering employees to seize control of their finances, we uniquely provide on-demand access to a portion of their earned pay, coupled with a suite of cutting-edge financial education and management tools such as savings, rewards, cashbacks, and budgeting tools. With an unparalleled commitment to improving workforce productivity, renowned industry leaders, including PayPal, McDonald's, Kellogg's, and AirEuropa, trust Hastee to elevate their employees' financial resilience at no cost – making Hastee the indisputable, must-have solution for forward-thinking businesses.

#### [Bluebox Capital Pte Ltd](#)

Bluebox Capital Pte Ltd, Asia's premier financial services firm, specializes in empowering startups and small businesses across the region. With a 40-year legacy, our team of seasoned professionals offers tailored solutions in corporate services, management consulting, compliance, and cross-border advisory. From entity governance to digital transformation, Bluebox Capital is your trusted partner for navigating the complexities of the financial landscape and driving sustained growth.

#### [Quest Ventures](#)

Quest Ventures, a top venture capital firm in Asia since 2011, is deeply invested in the digital economy, with a diverse portfolio including leaders in AI, e-commerce, entertainment, and various other sectors. Their innovation initiatives, in partnership with Silicon Valley's Applied Innovation Institute, focus on transforming at-risk sectors, collaborating with startups in areas like smart cities, logistics, and banking. Additionally, Quest Ventures leads in environment, social, and governance strategies, being the first in Asia to support social good initiatives for financial inclusion, gender equality, healthcare, and education.

#### [PwC](#)

PwC offers auditing, tax consulting, and financial consulting services. It has expertise in energy, retail, and telecommunications. With more than 284,000 professionals in over 155 countries, it focuses on high-quality solutions and achieving financial goals for clients.

#### [Infinity Financial Solutions](#)

Infinity Solutions, a prominent provider of expat financial and wealth management services in Asia, operates in Malaysia, China, Cambodia, and Vietnam, offering exceptional financial consulting since 2004. Their financial consultants are highly qualified, adhering to rigorous training and regulatory standards, ensuring transparent and informed communication with clients. As an independent financial solutions company, Infinity Solutions provides unbiased advice, working closely with leading global partners like IP Global and Cigna to address diverse financing needs and wealth management services.

## Sample Projects

### ***Project #1: Financial Dealroom Creation and Management***

Students will play a crucial role in supporting the financial goals by actively participating in the creation and management of financial dealrooms. They will help organize and maintain financial documents, perform due diligence, and ensure data accuracy. Additionally, students will support the development of go-to-market strategies, competitor analysis, and assist with investor decks and financial projections.

### ***Project #2: Investor Target Pool Research and Financial Transactions***

Students will research and define the best investor target pool for the company. They will actively participate in financial transactions, which may include raising equity and/or debt. Additionally, students will create materials and articles to attract relevant investors, contribute to strategic presentations, and work on defining economic objectives.

### ***Project #3: Internal Business Development and Fund Services***

Students will assist in internal business development, focusing on systems implementation and waterfall modeling within the Fund Services area, specifically in the administration of private equity funds. They will work on new business processing, target market segment data analysis, strategic business development, digital projects, and office management tasks.

### ***Project #4: Green Finance and Fintech Research***

Students will conduct research on green finance and the role of green fintech in facilitating sustainability. They will engage with stakeholders in both the Singapore and US fintech markets to understand how different regions approach green finance and fintech challenges. Students will compile their findings into a comprehensive research report, providing recommendations for governments and regulators.

### ***Project #5: ESG Framework Enhancement and Scoring***

Students will work on enhancing the company's ESG (Environmental, Social, and Governance) framework and developing a point system. They will test scoring with multiple companies, assess data sources, and create a manual for implementation by others. This project involves evaluating the sustainability performance of various companies.

### ***Project #6: International Business Expansion and Financial Templates***

Students will create templates for conducting business in different international markets, such as France, the USA, and Canada. They will design dashboards for international clients and review research related to Japanese Company Law, Japanese GAAP, and the tax system. Additionally, students will join cross-border consulting projects and provide accounting services.

### ***Project #7: Blockchain Knowledge Network and Valuation Analysis***

Students will work on various blockchain-related projects, including the development of pitch decks, market research, financial analysis, valuation, and business plans. They will evaluate the real estate tokenization ecosystem, analyze digital merchant banking, and forecast financial trends in the blockchain space.

### ***Project #8: KYC Evaluation and SME Credit Risk Assessment***

Students will be responsible for Know Your Customer (KYC) evaluations on a regular basis and evaluating credit risks for small and medium-sized enterprises (SMEs). They will create business profiles, set up customers on platforms, and participate in consulting and advisory projects in the finance sector.

### ***Project #9: Financial Records Management and Reporting***

Students will assist in researching, filing, data entry, and maintaining accurate and complete financial records. They will prepare financial reports, such as balance sheets and income statements, invoices, and other financial documents. This project provides hands-on experience in accounting and financial reporting.

### ***Project #10: Market Analysis and Product Performance Review***

Students will conduct market analysis to identify trends in the supply chain and logistics space. They will assist in drafting white papers, gather and analyze data for product performance reviews, and participate in meetings with potential partners. Additionally, students will review industry overviews and management history decks.

### ***Project #11: Financial Analysis and Machine Learning Support***

Students will assist with the financial analysis of listed corporations using publicly available data. This includes data entry to support machine learning model training. They will also contribute to the production of sales material, including presentations and organization-specific proposals.

## **Biology, Biotechnology, Chemistry, and Pharmaceutical/Healthcare**

### **Sample Companies**

#### [Novartis AG](#)

Novartis is a global healthcare company that focuses on discovering and developing breakthrough treatments. They are dedicated to making these treatments accessible to as many people as possible, irrespective of their location. Additionally, Novartis is committed to fostering an inspired, curious, and unbossed culture within its organization.

#### [Pharma Targeting](#)

PharmaTargeting excels as a bespoke research house, employing world-class pharmaceutical and marketing consultants to connect pharmaceutical service providers with the right contacts at the right time. Catering to clients in diverse areas from contract research to niche sectors like zebra fish models, PharmaTargeting partners with both leading global service providers and start-ups. An internship here provides an in-depth understanding of the drug development process and the business side of the pharmaceutical industry, making it ideal for those seeking to blend scientific knowledge with market insights.

#### [AdvaCare Pharma](#)

AdvaCare Pharma stands out as a leading manufacturer and global supplier of Pharmaceuticals, OTCs, Supplements, Veterinary products, and Medical devices. With over 4000 products, certified by GMP, CE, ISO, and USFDA, and distributed across more than 65 countries, AdvaCare offers a diverse and global experience. Interning at AdvaCare means being part of a team dedicated to providing the best value and

highest quality standards to customers and end users worldwide.

### [SwipeRx](#)

SwipeRx is the leading community and B2B commerce platform for pharmacies in Southeast Asia, boasting a network of over 250,000 pharmacy professionals and representing more than 50,000 retail pharmacies. The platform offers digital professional education to over 100,000 pharmacy professionals, facilitating continuous professional development and access to the latest industry news and information. By interning at SwipeRx, you'll be at the heart of a vibrant community, leveraging cutting-edge technology to provide high-quality, affordable medicines, and contributing to a major force in the pharmaceutical industry in Southeast Asia

### [Pureland Group](#)

Pureland Group is a Singapore-based private investment group, Pureland focuses on medical technology ventures, providing hands-on experience in shaping the future of healthcare through strategic investments. This opportunity is ideal for those passionate about driving impactful changes in the biotech industry.

## Sample Projects

### ***Project #1: Oncology Market Research and Proposal Generation***

Students will receive an introduction to a Clinical Trial Technology Company. They will provide support on projects in data management and business development. They will assist in oncology market research, vendor identification, and database creation for clinical trial activities. They will generate proposals and templates for presentations to pharmaceutical companies and for the CEO. Additionally, students will conduct research for asset acquisition in the pharmaceutical sector.

### ***Project #2: Healthcare Market Overview and Due Diligence***

Students will assist in conducting market overview studies, quantitative and qualitative industry research, and competition analysis in private investment deals in the healthcare and AI industries. They will facilitate buy-side due diligence and coordinate meetings with counterparties. Additionally, students will contribute to website maintenance, social media management, and participate in investment meetings.

### ***Project #3: Scale-Up Processes and Bibliographic Search***

Students will work on scaling up processes for specific projects. They will conduct bibliographic searches and develop methods for enzymatic reactions, cell culture, and analyses in multiple projects. Writing and

reviewing reports are also part of this project.

#### ***Project #4: Non-Profit Management in Sustainability and Community Energy***

Students will contribute to a healthcare non-profit's priorities and objectives related to sustainability, community energy, and environmental issues. They will undertake fact-finding, research, project work, plan meetings and training activities, and support the non profit in providing information through various channels.

#### ***Project #5: Bioenergy Status and Emerging Technologies***

Students will conduct research to survey the current status of liquid biofuels worldwide, including mandates, volumes, feedstock, and product types. They will also survey the status of biopower globally. Additionally, students will gather data on key indicators for bioenergy projects, prepare summaries of emerging biofuel technologies, and summarize national climate-neutral pledges, with a focus on renewable and bioenergy technologies.

#### ***Project #6: Environmental Impact of V-Flow Batteries***

Students will study and compare the environmental impact of V-Flow batteries with traditional Li-ion batteries. They will publish a blog discussing the findings and develop a marketing strategy for V-Flow batteries based on their unique selling points. Additionally, students will work on expanding the market for V-Flow batteries and participate in design reviews and simulations to improve product design.

#### ***Project #7: Coagulation Analyzer Market Report and Website Operations***

Students will work on creating a Coagulation Analyzer Market Report. They will be responsible for the overall operation of the company's website, including collecting, integrating, and editing website content. students will also analyze and improve the user experience and business processes on the website, conduct market research on products and share, and investigate the industry and competitive products in the market.

#### ***Project #8: Child Screen Time and Effects Study***

Students will review guidelines, reports, and published literature to identify recommendations on the use of TV, technology, and screen time for children and its effects on children's mental, physical, and social

well-being. They will propose recommendations for parents, conduct interviews with subject matter experts and parents, and develop an education module to help parents implement the findings and recommendations from the literature.

## Business Development/Entrepreneurship

### Sample Companies

#### [Potential Park](#)

Established in 2002, Potentialpark is a pioneer in Talent Communication research, offering insights to improve employer branding and talent acquisition. Based in Stockholm, Sweden, they bridge communication gaps between talent, employers, and academic institutions, playing a crucial role in shaping the future of Talent Communication. Interning at Potentialpark means contributing to a company that values the voice of candidates and works tirelessly to ensure everyone finds their ideal work and place

#### [Wisdom Events](#)

Wisdom Events is a leading organizer of high-level business meetings and events, specializing in diverse sectors like energy, maritime, agro, technology, and healthcare. They focus on delivering exclusive summits, conferences, and exhibitions, providing platforms for sharing innovations and networking among key industry leaders and experts. An internship with Wisdom Events is an opportunity to be part of a team that shapes critical industry dialogues and facilitates sustainable business relationships worldwide.

#### [EY](#)

EY (Ernst & Young) is a global leader in assurance, tax, transaction, and advisory services. Their mission is to build a better working world by providing insights and services that create long-term value for their clients, people, and society while building trust in the capital markets. EY's approach is data and technology-driven, offering solutions that provide assurance and support for client transformation, growth, and operational management. They measure success by the value created for their people, clients, and society, alongside financial performance.

#### [J-Global Inc.](#)

J-Global specializes in helping companies harness the power of intercultural diversity to succeed in the global marketplace. They address the common challenges of mixed Japanese-global business environments, transforming potential conflicts and misunderstandings into competitive advantages. By offering learning products and innovative management solutions that blend Japan's team-based work style with global business practices, J-Global creates a unified, effective approach for global companies to thrive in a diverse, interconnected world. Interning here offers a unique opportunity to be part of a team that

shapes successful, culturally-integrated global business strategies.

### [Bcominator](#)

Bcominator is a dynamic hub in Barcelona, offering an ideal environment for entrepreneurs, digital nomads, and investors to build and scale startups. Specializing in pre-seed and seed investments, they support exceptional entrepreneurs to achieve product-market fit with investments ranging from €50,000 to €250,000. Interning at Bcominator means immersing yourself in a unique coworking space, participating in regular business and investment events, and having access to resources like their 'Unicorn Lab' podcast, all just minutes from the beach.

## Sample Projects

### ***Project #1: Network Expansion and Sales Support***

Students will focus on expanding the company's network, specifically within the FTC ecosystem, which includes leaders from various sectors. They will work closely with the Head of Growth and assist in marketing and sales-related activities. This will involve preparing lead lists, identifying relevant leaders on platforms like LinkedIn, conducting preliminary introduction calls, and helping to craft proposals. The goal is to enhance the company's network and support sales efforts by connecting with key individuals and organizations.

### ***Project #2: Wind Energy Market Research***

Students will conduct in-depth research into the wind energy markets of Slovenia, North Macedonia, and Montenegro. They will compile research summaries for each of these countries, providing valuable insights into their wind energy sectors. The research will encompass government regulatory guidelines and policies related to wind energy, an overview of wind resources in each country, and the status of wind energy projects, including those in operation and under development. The objective is to equip the company with a comprehensive understanding of these markets, aiding in decision-making and potential business opportunities.

### ***Project #3: Business Development and Sales Support***

Students will actively contribute to business development and sales support. They will be responsible for creating presentation materials and proposals to showcase the company's products or services. Additionally, students will assist in customer success support, ensuring clients' needs are met. They will also collaborate with other students to align sales efforts with marketing strategies.

#### ***Project #4: Business Development and Sales Strategy***

students will play a key role in business development by managing applications, contracts, and communication with potential clients. They will also focus on content creation for sales, developing compelling materials to attract customers. The students will analyze and contribute to the company's Go-to-Market Plan, supporting the overall sales strategy. They will also take responsibility for content creation to drive sales and contribute to the analysis of the company's Go-to-Market Plan.

#### ***Project #5: Power BI Analytics and Reporting***

Students will undergo training to understand and utilize Power BI as a modern analytics tool for data analysis. They will build a Master Data Model, define relevant metrics and KPIs, and create reports and dashboards. Additionally, there's an option to explore machine learning for predictive analysis. The goal is to provide each department with relevant metrics and establish a company-wide dashboard with KPIs.

#### ***Project #6: Commercial Strategy and B2B Development***

students will develop a commercial strategy with a focus on increasing sales. This includes identifying and pursuing partnerships with other companies to boost B2B business. They will also provide support for management tasks related to the commercial strategy.

#### ***Project #7: Market Research and Business Development***

Students will lead market research efforts, defining market segments and listing target companies and accounts. They will also contribute to logistic network expansion and Amazon Vendors Plan. The project involves creating a company pitch deck, designing customer satisfaction surveys, and developing an organizational chart.

#### ***Project #8: Competitive Analysis and Sales Strategy***

Students will conduct a comprehensive competitive analysis, outlook, and provide recommendations for both the US and specific Asian markets. They will identify opportunities and sales channels, creating tailored charts and presentations for sales and marketing purposes.

### ***Project #9: Business Plan for Trend Prediction Service***

students will be responsible for submitting a business plan to market the Trend Prediction business. The goal is to generate online registrations for the service. They will design, develop, execute, and monitor the approved business plan. This includes preparing marketing materials, responding to inquiries, and coordinating with colleagues on related projects.

### ***Project #10: Client Outreach and Sales Optimization***

Students will focus on pinpointing and discovering potential clients. They will consolidate CRM lists, develop and execute sales optimization strategies, identify new sales leads through outreach and networking, and manage social media channels. Additionally, they will propose and develop social media strategies, including SEO, SEM, and keyword identification.

### ***Project #11: Organization Familiarization and Improvement***

students will familiarize themselves with the organization's operations and structure. They will understand the objectives of different departments and work on creating a manual to help newcomers become familiar with the organization. This project includes suggesting and implementing improvements based on feedback.

## **Fashion**

### **Sample Companies**

#### [Topson Downs](#)

Established in 1971, Topson Downs is a global leader in high volume, quick response apparel manufacturing. With nearly 50 years in the fashion industry, they excel in shipping millions of units a month and managing dozens of product lines. Interning at Topson Downs offers a chance to be part of a company that prides itself on its community involvement and commitment to environmental responsibility while delivering high-quality fashion products.

#### [Galvan London](#)

Founded in London in 2014, Galvan has redefined modern evening wear, extending its range to include polished wardrobe essentials, contemporary bridal outfits, and resort wear. Known for its clean aesthetic and empowering styles, Galvan combines luxury with accessibility, now expanding its direct-to-consumer business with stores in London and New York. An internship at Galvan offers the opportunity to be part of

a brand celebrated for making women feel their best, both inside and out.

## [H&M](#)

H&M is a Swedish multinational fashion retailer known for its affordable and trendy clothing for men, women, and children. It boasts over 5,000 stores in 74 countries and is committed to sustainability, launching initiatives to reduce its environmental impact.

## [Zara](#)

Zara, a Spanish fashion retailer, excels in offering trendy and affordable clothing. It operates over 2,200 stores in 96 countries, showcasing a modern and sophisticated fashion aesthetic. The brand is known for its fast fashion model, sustainability initiatives, and diverse product line, including clothing, footwear, accessories, home decor, and beauty products.

## [Mode Fashion Education](#)

Mode is an online fashion education platform that offers affordable, on-demand learning with access to experienced industry professionals. Their courses focus on fashion tech, sustainability, and business, providing transferable knowledge and interactive experiences with experts. Interning at Mode allows for involvement in a mission to make fashion education accessible and up-to-date, catering to both new and seasoned fashion professionals.

## Sample Projects

### ***Project #1: Ecommerce and Digital Marketing Support***

Students in this role will provide essential support to the Ecommerce and Digital Marketing team. They will assist with various tasks, including monitoring website performance, analyzing market trends, and managing the digital marketplace. Students will also contribute to content management and social media accounts. Furthermore, they will participate in digital marketing calendar planning and execution, email marketing campaigns, and competitor research. This project offers a comprehensive view of the fashion Ecommerce landscape, digital marketing, and customer engagement.

### ***Project #2: Social Media and PR-Marketing***

Students in this role will focus on enhancing the brand's social media presence. They will be responsible for creating engaging content and managing PR-marketing activities, such as identifying beauty editors and influencers. Other tasks may include supporting sales efforts by finding potential resellers and updating product information. This project allows students to develop skills in social media management, influencer outreach, and sales support.

### ***Project #3: Brand Communication and Digital Marketing***

students will work closely with the brand's communication strategy, reaching out to shops and press outlets to promote their products. They will also engage in digital marketing, including creating newsletters and improving the website's SEO. As community managers, students will oversee the brand's Instagram account and produce content for stories. This project offers valuable experience in brand communication, digital marketing, and community management.

### ***Project #4: Luxury Fashion and Sustainable Styling***

This project focuses on promoting luxury pre-owned boutiques and online platforms globally. Students will offer a global sourcing service for international clientele, curate luxury vintage fashion, and lead exclusive shopping experiences in Paris. They will create inspiring content for sustainable and pre-loved luxury fashion through guidebooks, marketing collateral, blogs, and social media. Additionally, students will teach Sustainable Styling, helping women develop a better relationship with their clothes and embrace second-hand fashion and sustainable creations made in France.

### ***Project #5: Global Brand Promotion and Sourcing***

students will be responsible for promoting luxury pre-owned boutiques and online platforms around the world. They will also offer a global sourcing service for international clients by curating luxury vintage fashion and sustainable French creations. In addition to promoting second-hand shopping experiences in Paris, students will create engaging content to inspire sustainable and pre-loved luxury fashion shopping. This project provides hands-on experience in global brand promotion, sourcing, and sustainable fashion.

### ***Project #6: Product and Fashion Design, Marketing, and Business Development***

In this studentship, students will participate in product design and fashion design processes. They will also be involved in marketing and social media management, content design, and outreach to influencers. Business development for new markets is also a key aspect of this role. students will gain experience in the entire fashion product life cycle, from design to marketing and expanding into new markets.

## **Communications (Advertising, Marketing, and Public Relations)**

## Sample Companies

### [Ogilvy Europe](#)

Ogilvy is a large advertising and marketing company offering services in marketing communication, branding, internet marketing, and social media. They have worked with big brands like American Express, Dove, and IBM, and are known for their imaginative communication style.

### [Zeno Group Paris](#)

Zeno Group is an integrated communications agency that stands out for its fearless approach to storytelling, driven by data to make real business and societal impact. As a global agency born from PR, Zeno Group excels in merging brand and corporate reputation, addressing today's business challenges innovatively. Interning at Zeno Group promises an opportunity to be part of a value-driven team, working in a creative and impactful environment.

### [Both People & Comms](#)

Both People & Comms is a communication consultancy that prides itself on being deeply humanistic, embracing complexity and diversity. They focus on connecting people through content and experiences, blending art, culture, and technology to build bridges and foster empathy among leaders. Interning at Both would involve working on projects that humanize organizations, aligning culture and strategy to improve employee wellbeing and engagement.

### [Web2Asia](#)

Web2Asia, active since 2006, is a leading full-service digital marketing agency and a Gold-Star rated certified Tmall Partner in China. Specializing in omni-channel strategy development and e-commerce operations, they offer a one-stop solution for store setup and management on major Chinese platforms. An internship at Web2Asia is an opportunity to work at the intersection of digital marketing and e-commerce with a diverse range of global clients, from Esprit to Taylor Swift.

### [Press & PR Consultant](#)

Press-Consultant Environment is an expert communication agency focusing on environmental policies and planet protection. They play a pivotal role in informing the public about environmental crises and their social consequences, contributing to increased environmental awareness and advocacy. An internship here offers a chance to engage in meaningful work that impacts global environmental awareness and supports crucial ecological initiatives.

## Sample Projects

### ***Project #1 Digital Marketing Creation and Optimization***

Students will collaborate on video editing projects, enhancing visual content for online campaigns. They will also assist in developing and implementing social media strategies to improve online engagement and brand presence. Lastly, students will work on optimizing website content for improved search engine ranking and user experience and support the creation and execution of effective email marketing campaigns to reach target audiences.

### ***Project #2: Market Research and Analysis***

Students will conduct comprehensive market research to identify current industry trends, consumer preferences, and competitors' strategies. They will analyze the gathered data and provide insights on potential opportunities and challenges in the market. The goal is to equip the company with valuable information to refine its advertising, marketing, and public relations strategies and make data-driven decisions.

### ***Project #3: Social Media Campaign Development***

Students will work on the creation of social media campaigns to enhance the company's online presence. They will develop engaging content, including visuals and messaging, tailored to different social media platforms. Additionally, students will outline a content calendar and provide recommendations on the frequency and timing of posts. The aim is to boost brand awareness and audience engagement through strategic social media marketing.

### ***Project #4: Public Relations Outreach***

Students will focus on public relations initiatives to strengthen the company's media relations and image. They will identify key media outlets and journalists relevant to the company's industry and develop press releases, media pitches, and press kits. Students will also research opportunities for interviews and media coverage. The goal is to improve the company's public relations efforts and secure media exposure.

### ***Project #5: Content Marketing Strategy***

Students will create a content marketing strategy that aligns with the company's advertising and marketing objectives. They will define target audiences, conduct keyword research, and develop a content plan that includes blog posts, articles, videos, and other content formats. Students will also provide recommendations for SEO optimization to increase the company's online visibility.

### ***Project #6: Advertising Campaign Analysis***

Students will be responsible for evaluating the effectiveness of the company's advertising campaigns. They will track key performance indicators (KPIs), such as click-through rates, conversion rates, and return on investment. Students will analyze the data to identify areas of improvement and make data-driven suggestions for optimizing future advertising campaigns.

### ***Project #7: Influencer Marketing Collaboration***

Students will research and identify potential influencers and brand ambassadors who can align with the company's products or services. They will reach out to influencers, negotiate partnerships, and create collaboration strategies. Students will also develop guidelines for influencer marketing campaigns to ensure brand consistency and authenticity in partnerships.

### ***Project #8: Event Marketing Strategy***

Students will develop an event marketing strategy for the company. They will research industry-related events, conferences, and trade shows that the company can participate in. Students will plan event logistics, create promotional materials, and devise strategies to maximize the company's presence at these events. The goal is to enhance the company's visibility in the industry through event marketing.

### ***Project #9: Customer Engagement and Loyalty Program***

Students will focus on creating a customer engagement and loyalty program to foster long-term relationships with clients. They will design loyalty incentives, develop a communication plan for engaging with customers, and recommend ways to gather feedback and measure customer satisfaction. The aim is to improve customer retention and brand loyalty.

### ***Project #10: Brand Identity and Messaging Audit***

Students will conduct a comprehensive audit of the company's brand identity and messaging. They will review the company's current branding, including logos, taglines, and messaging consistency across different platforms. Students will provide recommendations for enhancing the company's brand identity and messaging to ensure a cohesive and impactful brand image.

### **Project #11: Crisis Communication Plan**

Students will work on creating a crisis communication plan to prepare the company for potential PR crises. They will identify potential crisis scenarios, outline communication strategies, and develop response templates. Additionally, students will conduct a crisis simulation exercise to test the effectiveness of the plan. The goal is to equip the company with a structured approach to handle crises and protect its reputation.

## **Graphic Design**

### **Sample Companies**

#### [HILO Digital Growth](#)

At HILO, organizations and brands find a dedicated partner for growth and profitability through purpose-driven strategies. They excel in crafting purposeful communication campaigns, encompassing social media strategy, PR & communications, and influencer strategy & offer creations. Their multidisciplinary team is committed to helping brands deliver meaningful, purpose-driven experiences with a positive global impact.

#### [Petit Pli](#)

Petit Pli ingeniously merges engineering with fashion to create unique and compelling textile innovations that address global challenges. They focus on sustainable yet elegant designs, particularly in children's clothing, reinventing fashion to cater to a growing population while protecting the planet.

#### [Landor & Fitch](#)

Landor & Fitch is a leading design agency known for creating visual identities for some of the world's most successful companies. This award-winning company helps businesses build a solid brand identity that stands out among competitors, with a focus on digital-first design systems to enhance customer connections in the digital landscape.

#### [ImpactTrip](#)

Impacttrip offers authentic and meaningful travel experiences across Europe, focusing on creating a positive impact. Their programs combine the discovery of new countries and cultures with opportunities for social and environmental contributions. Travelers with Impacttrip can expect to explore new cultures in a unique and memorable way, contributing positively to local communities.

## [Jumpstart Media](#)

Jumpstart Magazine stands at the forefront of innovation, with a mission to make innovation matter in the world. It serves as a dynamic platform for startups, entrepreneurs, investors, and other key players in the startup ecosystem to collaborate on innovative and impactful projects. As an Innovation as a Service company, Jumpstart connects and supports Asia's entrepreneurial ecosystem through diverse divisions including media/events, corporate partnerships, youth outreach, and venture engagements. Their media division is notable, with Jumpstart Magazine being the largest English-print publication focusing on innovation in APAC, distributed across 39 cities in 11 countries and partnered to over 125 global innovation events.

## Sample Projects

### ***Project #1: Brand Design and Material Layout***

Students will collaborate on designing and layout projects for brands such as McLaren, August Berg, and Phillips. This includes creating and refining document layouts, materials design, and photo editing. They will work on various design projects and contribute to maintaining and enhancing the visual identity of these brands.

### ***Project #2: Digital Design and Multimedia Support***

students will assist in the digital design of various aspects of the company, including VST (Virtual Studio Technology) products and website design. They will participate in post-production activities for videos used in promotional materials. Students will work closely with a team of programmers, designers, and musicians to develop and understand working products that align with the company's goals.

### ***Project #3: Social Media and Visual Content Design***

Students will be responsible for creating ongoing social media posts for the season. They will also provide support in designing new packaging and visual content for the upcoming season. This project aims to enhance the company's online presence and ensure visual consistency across various platforms.

### ***Project #4: Diverse Graphic Design Portfolio Project***

Students will work on a wide range of graphic design projects, including artwork creation, magazine and publication adverts, posters, roller banners for events, business cards, job posters, infographics, company structure diagrams, POS (Point of Sale) and marketing materials. They will also support new product

launches through both traditional and electronic media. Additionally, students will be involved in maintaining the company's website and creating presentations for the sales team and directors.

### ***Project #5: Visual Branding and Print Design***

Students will focus on enhancing the visual branding of the company. They will work on creating print collateral, such as brochures, flyers, and promotional materials, to support marketing and sales efforts. Additionally, students will collaborate on designing packaging and labels for various products, ensuring that they align with the company's brand identity.

### ***Project #6: User Interface (UI) and User Experience (UX) Design***

In this project, students will dive into UI and UX design. They will be responsible for optimizing the user interface of the company's digital products and websites to create an intuitive and visually appealing user experience. Students will conduct user research, design wireframes and prototypes, and collaborate with the development students to implement user-centric design solutions.

## **Event Planning**

### **Sample Companies**

#### [Unicorn Events](#)

Unicorn.Events is renowned for being the largest global pitch competition for exponential startups with the potential to become unicorns. Startups get the opportunity to pitch LIVE to top venture capitalists, corporations, and famous business angels. The event features three types of events: Unicorn Pitches, Unicorn Battles, and Unicorn CUP. Unicorn Pitches are online and offline pitch events for local startups and investors, Unicorn Battles are online events for international startups from certain continents or countries, and Unicorn CUP is the World Finals gala-pitch event.

#### [Clearwater Communications](#)

Clearwater Communications, an award-winning boutique event marketing and management agency based in Hong Kong and Singapore, specializes in reimagining events and experiences to be more effective, impactful, and memorable. They work with world-class clients on both internal and external activations, campaigns, and events, seamlessly transitioning from online to offline. As experts in marketing, they aim to increase impact and influence, accelerate conversions, and deliver measurable results for their global clients.

### [The Super Fantastic Company Japan](#)

Specializing in virtual team building and fostering team culture, The Super Fantastic Company is dedicated to innovating within the remote workplace. Their REMOTE EXPO platform, built with fun, interactivity, and connection in mind, offers engaging remote team building activities. The company's team of Event Designers works closely with clients to ensure that each event is uniquely tailored to specific goals, with professional hosts creating an engaging atmosphere throughout the game experience.

### [Visual Studios Singapore](#)

As an integrated creative agency in Singapore, Visual Studio constantly evolves to meet the demands of the new “normal” in the world of marketing. They focus on providing professional advice to clients, helping them connect and engage with their customers in innovative ways. Their services revolve around offering a pleasant consumer experience, catering to the marketing needs of their clients with a fresh and effective approach.

### [New to Sweden](#)

New to Sweden is a non-profit integration organization aimed at helping Sweden attract and retain international talent. They work directly with the public sector, companies, internationals, and the Swedish community to create a smooth integration experience. The organization offers DEI (Diversity, Equity, and Inclusion) workshops, analysis reports, and employer branding opportunities, and has co-founded Sweden's first national inclusion campaign.

## Sample Projects

### ***Project #1 Remote Team-Building Event Management***

Students will be responsible for the promotion, design, and execution of remote team-building events using online platforms. They will engage in liaison work with clients to understand their event requirements and preference and will then design and execute advertisement campaigns to promote these events effectively. They will be tasked with creating and implementing email promotion campaigns targeted at specific audiences, and will be responsible for social media design, promotion, and posting on various platforms, based on their research and data analysis.

### ***Project #2 Conference Management and Content Development***

Students will be responsible for various aspects of conference management and content development, and they will begin with CRM management, leads sourcing, and database maintenance, ensuring a streamlined process for attendee engagement. They will also handle media partnerships and contracts, collaborating with production, sales, and other departments after working closely with graphic designers to ensure

visually appealing and cohesive event materials. All of the students' work will be based on research and analysis to identify trends and topics that enhance audience learning and professional growth.

## Film and Video Production

### Sample Companies:

#### [ÉCU-The European Independent Film Festival](#)

The European Independent Film Festival is dedicated to discovering and advancing the best independent filmmakers globally. It provides a unique platform for risk-taking storytellers to reach broad audiences. The festival showcases films that demonstrate quality, innovation, and creativity in 14 categories, with 7 open to non-European filmmakers. Often referred to as the Sundance of Europe, ÉCU attracts not just the public but also agents, talent scouts, production company representatives, distributors, and established producers. The festival also includes Q&A sessions, workshops, and live music, fostering a lively and interactive environment.

#### [Ion Game Design](#)

Ion Game Design is a Swedish board game developer, publisher, and consultant agency, inspired by the wonderful world. They believe in the potential of board games as social, educational, and creative tools. ION designs games that cover a broad range of subjects in history and natural science, aiming to inspire a changed future. Their board games value a link to reality, science, and history, not only as a backdrop but also as a basis for game mechanic design. ION also collaborates on projects through its ION Venture segment, working on game design and development.

#### [Studio Canal](#)

StudioCanal, originally known as Le Studio Canal+, Canal Plus, and other names, is a French film production and distribution company, owning the third-largest film library in the world. Founded in 1988 as a spin-off of the Canal+ pay-TV network, the company initially focused on French and European productions but later expanded to strategic deals with American production companies. Its notable early productions include films like "Terminator 2: Judgment Day," "JFK," and "Basic Instinct." Over the years, StudioCanal has acquired film libraries from various studios, making its collection one of the largest globally, with over 6,000 titles.

#### [Airbag](#)

AIRBAG is a production company that combines technical skill, creativity, and imagination to bring unique projects to life. Their AIRBAG TECH division is dedicated to creating engaging and interactive experiences, understanding the importance of emotional engagement in communication. They bring together skilled

artisans from various disciplines, ensuring a positive and long-lasting brand experience. Additionally, their VFX department is known for its world-class infrastructure and cutting-edge techniques, offering services in film, TV, out-of-home media, and new media formats. Their 3D and CGI team provides a range of services including conceptual design, pre-visualization, on-set VFX supervision, and more, with expertise also extending into AR & VR services.

### BBC Film

BBC Film, the feature film-making arm of the BBC, was founded on June 18, 1990, and has since produced or co-produced many successful British films. Some of its well-known productions include "Truly, Madly, Deeply," "My Week with Marilyn," "Eastern Promises," and "Brooklyn." Annually, BBC Film co-produces around eight films, partnering with major international and UK distributors. It plays a significant role in the development, production slate, strategy, and business operations of the British film industry.

## Sample Projects:

### ***Project #1: Video Editing and Creative Development***

Students will edit raw footage from both inside Syria and external sources, crafting compelling videos devoid of scripted content. They will brainstorm and propose engaging video ideas centered around Syrian experiences, exploring diverse narratives to foster a deeper understanding of Syrian culture. Additionally, students will innovate by suggesting fresh, creative styles for editing short videos, honing their skills in visual storytelling and film production.

### ***Project #2: Visual Content Creation and Ideation***

Students will immerse themselves in the dynamic world of film production, focusing on key areas of expertise. They will master the art of video editing, refining raw footage into captivating visual narratives. Engaging in brainstorming meetings, students will contribute innovative ideas, enriching the creative process. Additionally, they will craft virtual vision boards, visually articulating the project's aesthetic direction.

### ***Project #3: Client Engagement and Project Proposal Development***

Students will gain hands-on experience in client interactions, participating in client meetings to understand their specific requirements and expectations. Based on this, students will develop detailed project proposals, articulating creative concepts, budgetary considerations, and timelines, ensuring alignment with client needs. Students will also be responsible for script development before the video production and editing process, focusing on crafting compelling narratives that resonate with the project's goals and client vision.

## Hospitality and Tourism

### Sample Companies

#### [Groupe du Louvre](#)

Groupe du Louvre, through its hotel division, combines the economy and upscale segments of the Louvre Hotels Group with luxury properties in the Concorde Hotels network. The group has seen growth in brands like Campanile, Kyriad, and Concorde.

#### [Banyan Tree Hotels & Resorts](#)

Barcelona Vibes is a Barcelona-based agency specializing in creating impressive events and providing flawless project management with international service standards. They offer a comprehensive service for organizing various events, including sports competitions, company celebrations, product launches, and corporate events. With over 20 years of experience, Barcelona Vibes promises unique, adaptable, and tailor-made event solutions, emphasizing the city's professional, cultural, and social vibrancy.

#### [Trip101](#)

Trip101 is a travel platform leading modern-day travelers to unique travel experiences. It features inspirational content from travel enthusiasts worldwide, providing recommendations on unique stays like treehouses, houseboats, RVs, and yurts, as well as bucket-list experiences. Trip101 aims to inspire travelers with new ways to explore the world, uncovering hidden gems and offering unique stays and experiences.

#### [Akommo](#)

Akommo is dedicated to delivering Europe's best corporate accommodation and venue experience. They specialize in top event accommodation and offer efficient, reliable, and personalized services for various corporate events. Akommo's team comprises international, passionate, and knowledgeable event professionals with over a decade of experience in event accommodation and planning across major European cities. They support clients in every aspect of corporate event planning, from venue selection in Barcelona to accommodation booking in Cannes, and are experts in organizing Meetings, Incentives, Conferencing, and Exhibitions (MICE) for large groups throughout Europe.

#### [LovelyStay](#)

LovelyStay is the leading tourism accommodation management agent in Portugal, known for its international team and innovative approach. As a technology-focused property management company, they specialize in managing upper market properties for short, medium, and long-term stays. LovelyStay provides automated solutions, customer-centric experiences, and consulting services, including fiscal,

legal, and interior design support, ensuring memorable experiences for guests and profitability for owners.

## Sample Projects

### ***Project #1: Digital Marketing and Content Creation***

Students will focus on the company's digital marketing strategies within the hospitality and tourism sector. They will be responsible for crafting engaging articles related to travel, drawing readers into immersive narratives about various destinations. Students will have the opportunity to write compelling programs in English for Online Travel Agencies (OTA's), ensuring that the offerings are presented in a way that attracts potential customers.

### ***Project #2: Digital Marketing and Content Management***

Students will assist in article research, ensuring content is well-informed and engaging, and conduct SEO research to optimize digital content with appropriate keywords. Responsible for producing 1-2 weekly blog posts, students will actively participate in content publication on WordPress, gaining hands-on experience with content management systems. They will also contribute to social media research and content production to maintain a strong online presence in order to promote the company's travel tours.

### ***Project #3: Asian Market Marketing and Expansion Strategy***

Students will be tasked with developing a comprehensive marketing strategy to establish and popularize the company's brand in Asia. They will create two databases: one comprising potential partners such as brands, influencers, and websites, and another listing potential sponsors for magazine advertising inserts. Students will meticulously research and justify topics aligning with Asian cultural lifestyles while adhering to the company's editorial guidelines, ensuring relevance and resonance with the target audience.

### ***Project #4: Online Marketing and Sales Support***

Students will contribute to the growth of the company's name recognizability within the travel industry. To do so, they will manage social media platforms, curating engaging posts and stories to bolster the company's online presence. Additionally, students will support sales initiatives by researching and collaborating with product suppliers to develop compelling travel itineraries. Their responsibilities will also include editing tasks, proofreading marketing content, and providing essential sales and marketing team support through administrative tasks and event coordination.

### ***Project #5: Content Creation and Marketing Support***

Students will contribute to content creation and marketing support initiatives to promote the company's outdoor travel programs. Their tasks include assisting with article research, producing blog posts as

needed, conducting social media research, and actively participating in the production and publication of social media content. They will also perform ad-hoc communication tasks identified by the marketing team, demonstrating flexibility and adaptability.

#### ***Project #6: Editorial and Social Media Management***

Students will engage in diverse editorial and social media management tasks. They will meticulously research and validate content, ensuring accuracy and reliability for publication, and they will strengthen their writing and editing skills. They will also assist with social media marketing, scheduling posts across various platforms and effectively engaging the audience. Students will contribute to enhancing visual content by editing images and fostering a cohesive online presence.

#### ***Project #7: Brand Promotion and Networking***

Students will actively promote the company within their social circles and online communities, focusing on generating bookings by searching for relevant Facebook groups and promoting offers effectively. They will engage in word-of-mouth marketing, spreading awareness about the company and sharing promotional codes with individuals seeking accommodation. Additionally, students will assist people in finding suitable accommodations abroad, leveraging their interpersonal skills and knowledge of the company's offerings. They will work towards KPIs focused on numbers of bookings.

## **Human Resources**

### **Sample Companies**

#### **[Global Human Capital Group](#)**

GHCG specializes in talent selection across five continents, aiming to find the best candidates for companies with efficiency and effectiveness. They pride themselves on a client relationship based on commitment, trust, confidentiality, and strategic vision in people management. GHCG conducts talent searches for local and multinational companies in various regions, including Europe, Latin America, the United States, Asia, and the United Arab Emirates. They boast specialized divisions and sectors, enabling them to offer efficient and satisfactory commitments to their clients.

#### **[FUT-URE Recruitment and Technology](#)**

Fut-Ure is a significant player in the European Staffing and Talent Acquisition market, known for its agile, cost-effective, and top-quality services. They utilize innovative tools to quickly adapt to market changes, adding value to both candidates and companies. Their team is well-versed in the end-to-end recruitment process, playing a critical role in the success of companies and candidates. Additionally, Fut-Ure provides specialized headhunting consultancy services targeting top-performing tech talent worldwide.

## [XOPA AI](#)

XOPA AI is an innovative company revolutionizing the recruitment process with its AI-powered platform. They focus on making hiring efficient and bias-free, offering a comprehensive solution from sourcing to interviewing, and extending offers. Their platform boasts end-to-end interview workflow automation and provides a best-in-class virtual interview experience. XOPA AI stands out with its patented AI algorithms, offering skill-based candidate sourcing, job matching, and predictions related to attrition and performance.

## [GE Hunter](#)

GE Hunter is a dynamic executive search firm that specializes in adding value to organizations by finding the perfect match for various roles. They excel in various sectors, including pharmaceuticals, FMCG, industry, and medical, providing tailored candidates that enhance internal synergy and effectiveness within companies. Their expertise spans globally, and they pride themselves on their ability to identify and encourage the right candidates irrespective of nationality, driven by advanced methodologies and efficient project management.

## [Altern IQ Inspired Growth](#)

Alterniq Inspired Growth focuses on supporting fast-growing companies through expert coaching and development programs. They emphasize the importance of preparing teams for the challenges of hyper-growth, ensuring that employees are well-equipped to handle new demands. Their services are tailored specifically for fast-growth organizations and include specialist coaching, assessment, and selection centers, all aimed at fostering a confident and competent workforce that drives consistent growth.

## Sample Projects

### ***Project #1: Market Analysis and Talent Acquisition***

Students will conduct thorough market analysis, looking into competitors and key market players. They will focus on building the company's talent pool by actively seeking and attracting new members, identifying individuals with the prerequisite skills. Students will also play a pivotal role in promoting the company's services through strategic social media campaigns and optimizing the website for increased visibility. A significant aspect of their responsibility will involve analyzing the company's business model, offering valuable insights and innovative ideas to enhance its effectiveness and competitiveness.

### ***Project #2: IT Talent Sourcing and Client Management***

Students will focus on IT talent sourcing by understanding skills, researching potential candidates on platforms like LinkedIn, and updating CVs using provided templates. Their responsibilities will include

posting job openings on web portals, collecting candidate skills, filtering candidates based on job descriptions, conducting initial interviews, and maintaining communication with the candidate throughout the recruitment process. Students will also actively seek and approach new clients, gaining hands-on experience in talent acquisition, client management, interviewing, and business development.

### ***Project #2: Content Review and Research in Workforce Development***

Students will be asked to meticulously review existing workforce development programs, identifying and correcting typos and language errors. They will conduct extensive research to explore new and engaging topics for challenges, delving into academic literature to identify effective workplace interventions and practices. Students will play a pivotal role in translating complex scientific research into concise, impactful messages, emphasizing clear calls to action. Additionally, students will source relevant materials such as articles and TED talks, supporting each challenge. They will assist in finding pertinent statistics and compute return on investment data for the company's clients, enhancing workforce development strategies.

## **Information Technology**

### **Sample Companies**

#### [Inoweiser](#)

Inoweiser is a company focused on providing world-class technological solutions aimed at creating a better future. They offer a range of IT services including software engineering, low-code OutSystems, service management, cloud services compliance, GDPR auditing, and telecommunications. Inoweiser is recognized for its international services, catering to businesses in over 20 countries, and is committed to adding value through exceptional solutions and a bespoke approach to each challenge. Their headquarters is located in Lisbon, Portugal.

#### [Accenture](#)

Accenture, headquartered in Dublin, Ireland, is a global IT and software company. It specializes in software and technology services across more than 40 industries. As of 2023, Accenture has a significant workforce of over 738,000 employees, with annual revenues reaching \$61.59 billion USD and net profits of \$6.87 billion USD.

#### [Kodiak Hub](#)

Kodiak Hub is a supplier relationship management platform that focuses on transforming how businesses and their suppliers collaborate. The platform offers SRM Automation, aiming to enhance efficiency and performance through data-driven management, automation, and advanced analytics. Kodiak Hub's

solutions emphasize streamlined supplier management, engagement, and innovation, supporting businesses in making more informed sourcing decisions and improving their supply chain impact.

### [SAP SE](#)

SAP, based in Germany, is a world leader in enterprise application software packages. It focuses on streamlining business processes and using real-time data to predict customer trends. SAP's innovative solutions support over 404,000 customers globally, making it a cornerstone in today's business and technology revolution.

### [LG Electronics](#)

LG Electronics, headquartered in Seoul, South Korea, is a leading multinational electronics company. It is part of LG Corporation and produces a wide array of products, including home theater systems, smart appliances, and wearable devices. LG Electronics is the largest shareholder of LG Display and the world's second-largest TV manufacturer.

## Sample Projects

### ***Project #1: Data Exploration and Analysis***

Students will immerse themselves in diverse data-related tasks, from exploring sample datasets using SQL data management and PostgreSQL to conducting field research on data regulations, accessibility, and market trends. They will gain proficiency in Python, enabling them to perform statistical analysis and clustering on real customer data. Students will also research big data processing tools in the energy sector and explore open-source technology stacks like MongoDB and Hadoop, understanding their advantages and drawbacks. They will focus on data visualization and storytelling using tools like matplotlib and Tableau Public. Beyond technical skills, students will engage in market and business analysis, generating content and insights vital for strategic decision-making within the IT and computer science domain.

### ***Project #2: Full-Stack Development in React***

Students will dive into full-stack development, focusing on cross-platform mobile apps using React Native and web apps using React JS. They will actively contribute to the development of mobile applications, ensuring compatibility across various platforms. Students will work on enhancing gameplay features and improvements for games, utilizing their skills in React JS/React Native. Additionally, they will receive training in React JS/React Native, refining their abilities in these essential technologies.

### ***Project #3: UI/UX Design and Marketing Support***

Students will specialize in developing user-friendly interfaces and interactions for mobile applications and

web platforms. They will meticulously craft visually appealing and intuitive user interfaces, ensuring a seamless user experience. Students will also play a pivotal role in supporting the creation of marketing and communication materials, including pitch decks and social media content. Proficiency in design tools like Sketch and Adobe Creative Suite (Photoshop, Illustrator, InDesign) will be essential, enabling students to create compelling visuals.

#### ***Project #4: Cloud-Based Solution Development and Coding Support***

Students will dive into the development of the company's cloud-based solution, engaging in front-end, back-end, and app development. Their tasks encompass coding for assigned projects, conducting basic Quality Assurance (QA) to optimize code functionality, and actively participating in regular product scrum meetings. Students will adhere to best practices in code development, ensuring the highest standards of quality, and they will offer vital code support as needed, fostering a collaborative and supportive coding environment.

#### ***Project #5: Market Expansion and Client Acquisition Strategy***

Students will drive the company's market expansion efforts, focusing on China and the US. They will conduct rigorous competition analysis in China, discerning market trends, and identifying key players. They will craft a targeted Go-To-Market strategy, ensuring effective market penetration, while exploring new workspace opportunities in both countries, researching suitable locations and potential partnerships. Additionally, students will actively seek beta clients for the company's app, engaging in client outreach and relationship building.

#### ***Project #6: Full-Stack Development and Quality Assurance***

Students will play a pivotal role in the development process, coding for web, backend, and app functionalities. Their responsibilities will include rigorous Quality Assurance (QA) testing to guarantee bug-free and seamless user experiences. Moreover, students will be encouraged to actively contribute as valuable team members, providing insights on product enhancements and code optimizations. Students will also learn and apply agile methodologies, ensuring efficient workflows, and will implement best practices in code development.

#### ***Project #7: Natural Language Processing (NLP) Script Development***

Students will immerse themselves in Natural Language Processing (NLP), focusing on understanding intents and entities. They will write Python scripts to enhance existing intents by adding example phrases, modify entity annotations, and create new intents, ensuring the accurate recognition of user input. They will also handle input/output formats, ensuring seamless communication between Back End scripts and the Front End, collaborating closely with other departments. The scripts will be adapted to the company's specifications, aligning the development with the project's requirements.

### ***Project #8: Delivery Service Technology Platform Management***

Students will work in the management of a cutting-edge technology platform designed for delivery services, Point of Sale (POS) integrations, and seamless connectivity with e-commerce platforms. They will delve into the intricacies of a global network comprising leading delivery companies, pre-integrated into the company's technology platform. Students will be responsible for overseeing a range of managed services, focusing on delivery optimization, planning, dispatch, and real-time delivery management.

### ***Project #9: Engineering Test Coordination and Process Enhancement***

Students will be at the forefront of engineering tests and experiments, actively designing and coordinating these initiatives. They will prepare comprehensive reports and documentation, effectively communicating the outcomes within the technical community. Handling fundamental engineering documentation tasks, students will ensure accuracy and completeness. A key aspect of their role will involve creating training materials for technicians and operators in new processes and test procedures, enhancing team expertise. Additionally, students will identify areas for improvement, proposing innovative solutions, and submitting idea records to foster continuous process enhancement.

### ***Project #10: User-Facing Feature Development and Code Optimization***

Students will be actively involved in developing new user-facing features, focusing on enhancing the platform's functionality and user experience. They will build reusable code and libraries to streamline future development, ensuring efficient and scalable solutions. Students will validate the technical feasibility of UI/UX designs, optimizing applications for maximum speed and scalability. A critical aspect of their role will be validating all user input before submitting it to the back-end, ensuring data integrity and security.

### ***Project #11: Data Analysis and Cloud Computing Integration***

Students will gain hands-on experience, engaging in every aspect of the project lifecycle, from strategic planning to deployment. Exposure to the latest cloud computing technologies will be a valuable aspect of this role, enhancing students' skills in cutting-edge technologies. They will collaborate closely with other Data Science students implementing advanced models into production systems and utilizing statistical methods to analyze data comprehensively. Students will also actively contribute to automating, standardizing, and optimizing data processes, ensuring efficiency. Moreover, they will develop insightful reports, dashboards, and analyses using a variety of tools, including Python, AWS Quicksight, Power BI, and the Microsoft suite.

### ***Project #12: Proof-of-Concept Development and Automation***

Students will focus on revamping internal Proof-of-Concepts developed using Gmail and Twitter APIs, refining them to efficiently gather new neurotech opportunities. Simultaneously, they will optimize a React.js-based Proof-of-Concept, ensuring its usability for the Job Board Manager. A significant aspect of

their role will involve deployment and automation on AWS, streamlining the applications' functionality. Students will delve into enhancing machine learning algorithms for precise classification of neurotech opportunities versus noise, utilizing Python for data refinement. Additionally, they will expand the project's data sources by incorporating a new feed, like Facebook or LinkedIn, broadening the spectrum of collected opportunities.

### ***Project #13: Software Configuration and User Experience Enhancement***

Students will focus on installing and configuring software as per specifications, ensuring seamless functionality. Their responsibilities will include providing essential support to the development team and employees regarding the backend database system, addressing technical queries, and ensuring operational efficiency. They will actively engage in website testing, identifying and resolving potential bugs to enhance the overall user experience. Students will also have the opportunity to analyze a real estate platform, creating user stories aimed at improving functionality and user interactions. Proficiency in Microsoft Office Suite, Adobe Creative Cloud, and coding languages like JavaScript, C++, and PHP will be crucial for students' contributions to this multifaceted project.

### ***Project #14: Public Data Analytics Publication***

Students will focus on a critical task: publishing data analytics results online in an accessible and interactive manner. The goal will be to design and test a process for data analytics on a specific problem, followed by the publication of results on a public website, ensuring interactivity, especially through features like interactive maps. Using open-source and free technologies, students will leverage Python data analysis and visualization libraries such as Pandas, Plotly, and Folium. They will utilize Git version control through platforms like GitHub and work with tools like Jupyter notebook for analysis. Additionally, static site generators like Jekyll will be employed for scalability, allowing the website to handle high traffic. Hosting will be facilitated through platforms like Netlify. The project's flexibility will allow students to adapt their tasks and choice of tools based on interim results, fostering a dynamic learning environment.

### ***Project #15: Picture of a Picture Detection Enhancement***

Students will tackle the complex challenge of improving picture detection within images. Their tasks will include researching innovative methods for this detection, delving into machine learning, heuristics, and meta-heuristics to develop precise algorithms. Students will extract insights from the data and craft these findings into comprehensive guidelines for the project. Additionally, they will focus on refining blur detection algorithms and exploring superior OCR solutions, comparing options like Google and Amazon, and customizing the chosen OCR engine for optimal performance. Post-OCR, students will implement a smarter filter using Natural Language Processing (NLP) techniques, enhancing the system's overall accuracy.

### ***Project #16: Full-Stack Development and App Refinement***

Students will focus on extending existing functionalities and creating new backend APIs and frontend UI

elements for two pivotal features: Takeaway and Delivery processes. Their tasks will include the extension and creation of web services integrated into the backend portal, ensuring seamless operations. Additionally, students will refresh the existing Android app, building it on the latest Android version, and incorporating upgrades of third-party libraries to enhance app performance and compatibility. As part of their responsibilities, students will address bugs that may arise during this process, ensuring a smooth user experience.

### ***Project #17: Credit Risk Model Enhancement and Usability Optimization***

Students will work on two key objectives: expanding the existing credit risk model with new features, particularly supporting additional currencies using machine learning techniques, and optimizing the application's usability. They will engage in data analysis and model development to integrate new currency support, enhancing the model's predictive capabilities. Students will also conduct a thorough usability analysis, identifying application usability issues and proposing improvements. Their role will extend to implementing these enhancements, ensuring a more intuitive and user-friendly experience.

## **Logistics**

### **Sample Companies**

#### [DHL Supply Chain](#)

DHL Supply Chain is the largest contract logistics specialist in the world, combining global and local knowledge to create customized logistics solutions. The company provides a range of services including warehousing, transportation, and integrated services. DHL operates extensively throughout the United Kingdom, offering export, import, warehousing, consulting, air freight, ocean freight, and other transportation services.

#### [EDG Logistics](#)

EDG Logistics is a dynamic logistics operator known for managing supply chains differently. With a focus on efficiency and technical capability, they stand out by using leading technology through partnerships with top firms. Their distinct approach lies in building genuine partnerships with clients, exceeding expectations, and differentiating through client relationships. EGD Logistics, established in 2016, has since expanded its services to include eCommerce and home delivery, operating in Spain and the UK. They pride themselves on making logistics simpler and more trustworthy, emphasizing personalized, direct, and transparent management.

#### [China Ocean Shipping Group](#)

COSCO, a merged entity of China Ocean Shipping (Group) Company and China Shipping (Group) Company,

boasts a fleet of 1372 vessels with a capacity of 111 million DWT, ranking it first in the world. COSCO SHIPPING operates globally and is known for its significant contribution to the shipping and logistics sector.

### [CEL \(Centro Español de Logística\)](#)

The Centro Español de Logística (CEL) is a leading Spanish logistics association focusing on supply chain management. Established in 1978, it serves as a key meeting point for logistics professionals, offering a wealth of knowledge and innovation in logistics management. CEL provides extensive training programs in various formats, catering to the diverse needs of its members and students, thus playing a pivotal role in advancing the logistics sector in Spain.

### [Shanghai Cascino Trading](#)

Shanghai Cascino Trading Co., Ltd, established in August 2014, is a prominent distributor of imported gourmet foods in China, employing over 50 staff and operating 15 delivery vehicles. With headquarters in Shanghai and branches in Beijing, Dongguan, and Chengdu, the company has an extensive network covering major cities in Jiangsu and Zhejiang provinces. Cascino is dedicated to providing high-quality, safe food distribution to various customers, including hotels, restaurants, caterers, clubs, and cafés, backed by a reliable supply chain and global connections.

## Sample Projects

### ***Project #1: Logistics and Competitor Research***

This project will focus on in-depth market research for specific ports/regions, analyzing shipping volumes for different regions/ports, and identifying the types of commodities/cargo being transported. Additionally, the student will conduct competitor analysis, exploring the top traditional customer and selling points, as well as the top digital customer and selling points. The project will also involve researching current and potential suppliers, with an emphasis on digitalization within the industry. The objective is to provide valuable insights to enhance the company's market position.

### ***Project #2: Freight Forwarding and Digitization Training***

This project offers a comprehensive training program for students in the field of freight forwarding. The student will learn about rate requests, pricing programs (using Excel and Import), and how to collaborate with shipping lines to offer customers the best solutions. As part of their role, they will work on digitizing services and demonstrations. This hands-on experience will equip students with practical skills in the logistics and shipping industry.

### ***Project #3: Global Network Expansion and Credential Verification***

Students will play a key role in expanding the company's global network of freight forwarders. This includes contacting worldwide freight forwarders to complete online system profiles and discuss potential business cooperation within the network. The intern will also reach out to global freight forwarders within the company's database to confirm credentials and assess their suitability for network collaboration. The project aims to enhance the company's worldwide presence and strengthen its network relationships.

### ***Project #4: Logistics Optimization***

This project focuses on identifying opportunities for logistics optimization within the company's operations. The intern will analyze existing logistics processes and propose improvements. They will work on projects related to streamlining transportation, reducing costs, and enhancing efficiency. The goal is to contribute to the overall improvement of the company's logistics operations.

## **Legal**

### **Sample Companies**

#### [Lexidy](#)

Lexidy stands out as a pioneering Legal Boutique, revolutionizing the legal landscape by simplifying complex legal processes and bringing them closer to clients with innovative solutions. With a commitment to excellence, Lexidy combines competitive pricing, unparalleled expertise, and superior access to legal services, ensuring an elevated experience tailored to each client's unique needs. The firm stays at the forefront of legal trends, encouraging clients to engage with their thought-leadership through regular newsletters that provide valuable insights into the evolving legal world.

#### [Meihers Cantan Advocaten](#)

Meijers Canatan Advocaten is a specialized criminal law firm based in Amsterdam, with additional offices in Schiphol and Groningen. They handle a wide range of criminal cases, both large (international) and smaller ones, and offer assistance throughout the Netherlands in every phase of the criminal process. The firm boasts over 50 years of collective experience in criminal law, emphasizing their commitment to prioritizing the interests of their clients in various legal situations.

#### [HongFang Law](#)

HongFangLaw is a distinguished law firm, specializing in intellectual property with a deep-rooted passion

and unmatched professionalism. Their expertise in IP solutions is not just a service but a commitment to excellence. The firm is renowned for its dedication to client-centric, tailor-made solutions, ensuring each case is handled with the highest standard of service quality. This approach is backed by a team of seasoned professionals with over two decades of specialized experience in intellectual property law. HongFangLaw's longstanding commitment to intellectual property practice, combined with a rich history dating back to the late 1990s, positions them as a leading authority in the IP legal sector.

### [Lawbite Ltd](#)

LawBite is an innovative legal service provider, revolutionizing business legal advice with an emphasis on clarity, affordability, and growth support for businesses. They are dedicated to transforming the way legal support is delivered to the modern business world. Their cutting-edge digital legal platform is designed specifically for the needs of modern SMEs, offering an intuitive, user-friendly experience coupled with transparent, fixed pricing and a team of friendly, seasoned lawyers. At the heart of LawBite's success is their utilization of advanced technology and data science to streamline the engagement between clients and lawyers, providing reliable, cost-effective legal services that are both accessible and trustworthy for SMEs.

### [Baker McKenzie](#)

Baker McKenzie has one of the largest networks of offices in the Asia Pacific, with a presence in Hong Kong, Bangkok, Sydney, Singapore, and more. They are known for leveraging the depth and breadth of their network across different offices and practice areas, providing seamless and integrated services. They have 214 ranked lawyers, indicating a significant scale and scope of operations.

## Sample Projects

### ***Project #1: Legal Research and Support***

Students will be tasked by legal team members to conduct research on various cases and clients. This includes providing support for legal research, article writing, and assisting with the translation of legal documents when needed. This project offers a comprehensive overview of legal procedures and practices.

### ***Project #2: Legal Case Support***

Students will actively participate in various aspects of our legal cases. This includes compiling case reports, drafting legal documents and case briefs, conducting legal research, legal analysis, case management, and miscellaneous assignments as requested. This project offers hands-on experience with legal case management.

### ***Project #3: Legal Translation and Reporting***

The student will focus on translating hot topic articles written by our lawyers and providing support in legal reporting. This project emphasizes precision in translating legal content and drafting essential legal documents and case briefs.

### ***Project #4: Legal Research and Court Assistance***

Students will engage in legal research, bill preparation, and the initial drafting of legal submissions for court cases. They will also attend hearings alongside the supervising solicitor, gaining practical experience within the courtroom.

### ***Project #5: Legal Administrative Support***

This project involves various legal administrative duties such as file management, preparing court bundles, handling office correspondence, updating quotations, and providing client care support. The intern will collaborate closely with lawyers, clients, and staff across multiple legal domains, gaining insight into corporate, commercial, dispute, property, IP, software, employment, and GDPR law.

### ***Project #6: Client Communication and Workflow Improvement***

The student will support the company team to enhance client communication processes and workflows. This includes developing more tailored and emotionally resonant client connections and working on legal service delivery aligned with identified buyer personas. The intern will have the opportunity to collaborate directly with lawyers on specific legal interests.

### ***Project #7: Legal Text Management and Publication***

This project entails formatting, indexing, and publishing raw legal content using in-house tools. The intern will research new jurisdictions and sources of law, identify relevant legislation, highlight and summarize legal texts, and track changes to legislation. Additionally, they will respond to customer queries and liaise with various teams within the organization.

### ***Project #8: Legal Research on Data Protection, Trademarks, and Copyright***

Students will conduct research on personal data protection, analyzing privacy policies and regulations like the CCPA and GDPR. They will also research trademark case law and study copyright law in the United States. This project offers a well-rounded understanding of legal aspects in data protection, trademarks, and copyright law.

## **International Politics**

### **Sample Companies**

#### [PolicyMogul](#)

PolicyMogul is a platform offering real-time monitoring of political and governmental developments, filtering out irrelevant information to ensure organizations don't miss crucial updates. It covers a broad range of political content, including political announcements, consultations, legislation, parliamentary proceedings, and upcoming events. Additionally, PolicyMogul empowers organizations of all sizes to communicate their policy positions and press releases directly to relevant parliamentarians, helping to inform their legislative work.

#### [Asia Policy Institute](#)

Established in 1956, the Asia Society has been instrumental in explaining Asia's diversity to the United States and vice versa. The ASPI, part of this organization, tackles major policy challenges in the Asia-Pacific region focusing on security, prosperity, sustainability, and developing common norms and values for the region. It functions as a think-and-do tank, engaging in policy initiatives, practicing public diplomacy, and disseminating policy-relevant information about Asian countries and the U.S.

#### [Council on Foreign Relations](#)

The CFR is an independent, nonpartisan membership organization, think tank, and publisher founded in 1921. It aims to be a resource for its members, government officials, business executives, journalists, educators, and students to better understand the world and the foreign policy choices facing the United States and other countries. CFR's Studies Program examines significant foreign policy issues, covering all major geographical regions and analyzing critical global challenges.

#### [Amnesty International](#)

Amnesty International is a global movement of over 10 million people committed to ensuring that human rights are enjoyed by everyone. Independent of any political ideology, economic interest, or religion, Amnesty International stands with victims of human rights violations globally, striving to uncover the truth

and hold human rights violators accountable.

### [Mercy Corps](#)

Mercy Corps is a global humanitarian organization working on the front lines of crisis, disaster, poverty, and climate change. Its mission is to create a world where everyone can prosper by delivering aid to meet urgent needs and developing long-term solutions for lasting change. Operating in over 40 countries, Mercy Corps collaborates with local changemakers, global innovators, and those most affected by crises to help communities break the cycle of poverty and rebuild after disasters.

## Sample Projects

### ***Project #1: Global Policy Analysis***

Students will research, monitor, and analyze international policies, treaties, trends, and agreements relevant to the company's industry, and provide insights on how these policies may impact the company's operations and strategies, with the goal of helping the company stay informed about global political trends, enabling them to make informed decisions and adapt their strategies accordingly. In the case of new policies or trends that could negatively impact the company's business, students will suggest action plans to combat these changes.

### ***Project #2: Global Market Entry Strategy***

Students will research political and regulatory landscapes in target international markets, assess risks, and develop strategies for the company's expansion into new regions. Students will comment on the feasibility of expansion into the target market, considering the political climate, and suggest alternative potential international markets for expansion based on the relationship between the government of these markets and that of the host company's country.

### ***Project #3: International Crisis Plan***

Students will develop a crisis management plan that outlines how the company should respond to international crises such as political conflicts, sanctions, or regulatory changes, with the goal of helping the company mitigate potential disruptions, protect its interests, maintain business continuity, and keep its employees safe. In addition to a detailed report, students will create an infographic that easily explains the basics of the plan to company employees.

### ***Project #4: Intercultural Marketing Plan***

Students will study the company's social media and marketing presences, and identify the ways in which the current media would not be suitable for markets in a different target market based on the local culture. Students will make suggestions for how the company's marketing efforts can be adapted to be respectful of and successful within the target market's cultural context, without compromising the voice of the

company.

#### ***Project #5: Cross-Cultural Communication Strategy***

Students will research the cultural norms, communication styles, and potential cultural pitfalls of the company's international business partners and develop guidelines and resources for effective cross-cultural communication within the company in order to ensure that interactions with international partners and clients are respectful and culturally sensitive. Students will create a best practices guide to be shared with the company's employees.

#### ***Project #6: Global Human Rights Advocacy***

Students will research international human rights issues related to the company's industry, develop policy recommendations, and advocate for ethical practices that align with human rights principles. Based on their findings, students will propose actionable policies that meet the UN's human rights standards in order to assist the company in their commitment to ethical conduct and social responsibility in the international setting.

#### ***Project #7: UN Sustainable Development Goals Tracker***

Students will assess the company's operations, products, and initiatives in order to identify areas of alignment between the company's activities and the United Nations Sustainable Development Goals (SDGs). Students will then create a tracker to help the company monitor their progress towards meeting and complying with the SDGs.

#### ***Project #8: Global Lobbying***

Students will research legislative opportunities that could have an impact on the company's business and identify key stakeholders and policy makers. Students will then develop a lobbying strategy to represent the company's interests and viewpoints to international policymakers with the goal of influencing legislative decisions. In their preparation of the strategy, students will create any necessary advocacy materials, identify legislative opportunities and challenges, collect the information of key players, and suggest best practices for the company's advocacy efforts.

#### ***Project #9: International Political Economy Analysis***

Students will investigate the relationship between political decisions, economic trends, and the company's operations, and examine the impact of international political events on markets, trade, and investments, as well as what this could mean for the company's operations. Based on their findings, students will write a report explaining the impact that the international political economy could have on the company, as well as make suggestions to help the company navigate the interconnected world of politics and economics.

#### ***Project #10: Corporate Social Responsibility Strategy***

Students will look into the opportunities for collaboration between the host company and international humanitarian organizations in order to contribute to the company's corporate social responsibility efforts. After identifying an organization that shares the same values as the company, students will develop a strategy plan for partnership with the organization, focusing on communication between the company and the organization, intercultural exchange workshops, and corporate fundraising efforts.

## Non-Profit

### Sample Companies

#### [Aide et Action International](#)

#### [High Atlas Foundation](#)

The High Atlas Foundation, a Moroccan association and US nonprofit founded in 2000, focuses on community-centered development. It collaborates with community members to identify goals and implement development projects, emphasizing collaborative work and skilled facilitation. Additionally, the foundation has planted approximately 5 million organic fruit trees since 2003 and engages in activities to strengthen interreligious and inter-ethnic solidarity in Morocco.

#### [Homeless Entrepreneur](#)

Homeless Entrepreneur is dedicated to promoting economic empowerment and poverty reduction through work and active citizenship, supported by public and private partnerships. Its HELP Program offers a pathway to independence by incentivizing employment opportunities and fostering entrepreneurial activities. The organization also operates a Helpline that collects real-time data about homeless individuals, connecting them to resources and aiming to prevent and reduce homelessness and poverty.

#### [Action Contre la Faim](#)

Founded in 1979, Action against Hunger is an international non-governmental organization dedicated to fighting hunger worldwide. The organization focuses on preventing, testing, and treating undernutrition, and provides expertise in nutrition and health, food security, water, sanitation, hygiene, and mental health. Action against Hunger addresses the root causes of hunger, including climate change, inequalities, and conflicts, in a world where 735 million people still suffer from hunger.

#### [Transparency International](#)

Transparency International is a global movement working in over 100 countries to combat the injustice of

corruption by promoting transparency, accountability, and integrity. The organization defines corruption as the abuse of entrusted power for private gain. Their approach to ending corruption involves advocating for accountable power across all sectors and regions.

## [Mind](#)

Mind is a mental health charity committed to fighting for mental health, support, and respect for everyone experiencing mental health problems. They aim to make mental health an everyday priority across England and Wales, addressing injustices in healthcare, work, and law that affect people with mental health problems. Mind provides support through information, advice, and local services, and connects individuals and communities to create a network advocating for mental health.

## Sample Projects

### ***Project #1: Community Leadership Development and Advocacy***

Students will actively contribute to the development of a web application and website aimed at fostering community leadership among young individuals in Cape Verd after conducting research on leadership within the international context, providing valuable insights that inform the organization's programs. Students will also play a significant role in preparing communication and educational materials, helping amplify the voices of grassroots partners across the region. Furthermore, they will assist in creating a motivational pathway tailored for local young aspiring community leaders, empowering them to take impactful actions within their communities.

### ***Project #2: English Language Education and Youth Engagement***

Students will focus on enhancing English language skills among teenagers and young people through various engaging activities. Their responsibilities will include conducting conversation classes, reinforcing English language fundamentals, and designing interactive games and activities to make learning enjoyable. By contributing to this educational initiative, students will empower young individuals with essential language skills, fostering confidence and facilitating better communication, thereby making a positive impact on their future opportunities.

### ***Project #3: Research, Translation, and Partner Networking for Victim Support***

Students will engage in a multifaceted role focused on victim support and advocacy. They will study technical resource materials developed by the organization on crucial issues such as discrimination, violence, victim support, and the protection and promotion of human rights. Students will contribute to ongoing research related to the organization's mission, particularly in supporting victims of crime, aiding in data compilation and analysis. Language proficiency will be utilized through translation tasks, ensuring the accessibility of content. Additionally, students will compile databases, identify potential partner organizations for European projects, and assist in preparing contents for the English versions of the

organization's materials.

#### ***Project #4: Research and Publication on Housing First and Harm Reduction***

Students will engage in intensive bibliographic research focused on Housing First and Harm Reduction strategies, and they will focus primarily on data collection and processing, crucial for building a strong foundation for research outcomes. Students will participate in writing a scientific article or a good practice manual, synthesizing their findings and contributing valuable insights to the field. They will also assist in scientific disclosure, ensuring that the research outcomes reach relevant academic and professional communities.

#### ***Project #5: Partnership Development and Resource Generation***

Students will play a pivotal role in multi-faceted partnership development initiatives. Their responsibilities will include facilitating requests from corporate and academic partners, actively managing the organization's CRM system for business intelligence and new opportunity generation, and executing resource-generating campaigns, both in-kind and financial. Students will collaborate with various departments, assisting in ongoing and special projects to ensure the organization's smooth operation. Additionally, students will proactively generate new connections and opportunities, contributing significantly to the team's efforts in serving the community.

#### ***Project #6: Digital Campaigns, Human Rights, and Sustainability Advocacy***

Students will lead digital campaigns targeted at the Swedish public, focusing on human rights issues relevant to the organization's target groups. They will also be responsible for crafting articles centered around sustainability and circular economy topics, tailored for a European audience. Students will engage in diverse tasks including research, conducting interviews, and writing both short and long-form texts, as well as creating social media posts and webpage articles.

#### ***Project #7: Fundraising Coordination, Content Creation, and Event Planning***

Students will take on a multifaceted role, coordinating and assisting in fundraising activities to support the organization's initiatives. They will be responsible for researching and editing documents, ensuring the accuracy and impact of the organization's communication materials, and they will contribute to the organization's digital presence by researching and creating engaging content for the organization's website and various communication channels. They will also play a key role in event planning, from conceptualization to execution, ensuring the success of various initiatives.

#### ***Project #8: International Relationship Development and Collaborative Initiatives***

Students will focus on enhancing the agency's global presence by developing political and business relationships in English-speaking countries by seeking collaboration opportunities aligned with the agency's services and mission. Students will be empowered to choose a project that aligns with their

preferences, ensuring their engagement and enthusiasm. Projects should resonate with the agency's identity and goals, fostering a creative and purpose-driven approach to international relationship building and collaborative initiatives. Through this project, students will develop valuable networking skills, strengthen their understanding of international relations, and actively contribute to the agency's expansion and impact.

### ***Project #9: Social Media Management, Content Coordination, and Sustainable Tourism Research***

Students will support the management of social networks and the organization's website, ensuring the accuracy and relevance of English content. They will coordinate various content-related activities, facilitating seamless communication and consistency across platforms. Students will also engage in in-depth research on economic self-sustainability within responsible tourism-based developmental models, contributing essential insights to the organization's initiatives.

### ***Project #10: Digital Strategy Implementation, Website Restructuring, and Community Engagement***

Students will contribute to campaign development and implementation, focusing on peer-to-peer initiatives on platforms like Facebook and crowdfunding campaigns on platforms like Launchgood and JustGiving, and they will optimize Google Ads campaigns and create engaging social media content to enhance online visibility. Students will also assist in restructuring the organization's website for improved user experience, and they will collaborate on the production of video content, curate monthly newsletters, and identify diversified donation payment options to expand the organization's support base. They will actively engage in planning and implementing strategies to increase tree planting donations and foster a vibrant donor community.

### ***Project #11: Teaching and Cultural Exchange Initiatives***

Students will engage in a multifaceted approach to teaching and cultural exchange by teaching informal English to Japanese children and mothers, fostering language skills and cross-cultural understanding. They will immerse themselves in Japanese culture, culminating in a presentation for English students, promoting cultural exchange and enriching their learning experience. They will undergo training in diverse areas, from personal styles and time management to community development, enhancing their skills for effective teaching and community engagement. Students will also translate their college knowledge into practical lessons, contributing to community empowerment and sustainable development.

### ***Project #12: Supply Chain Sustainability Evaluation and Green Supply Chain Initiatives***

Students will play a crucial role in evaluating the brands' supply chain climate action performance and environmental management efforts by utilizing the company's Climate Action Transparency Index (CATI) and the green supply chain Corporate Information Transparency Index (CITI) to assess brand initiatives. Students will analyze CDP reports, sustainability reports, and annual reports, extracting valuable insights to evaluate brands' performance against CATI and CITI indicators. Additionally, students will contribute to editing the company's e-newsletter, enhancing their communication skills and promoting awareness about

sustainable supply chain practices. The project will also involve diverse green supply chain-related tasks, providing students with a comprehensive experience in the field of supply chain sustainability and environmental management.

### ***Project #13: Child Rights Advocacy and Regional Conference Support***

Students will be actively involved in child rights advocacy and conference organization in Latin America, and will contribute to the planning and execution of a regional conference, engaging in tasks such as communication with stakeholders, document drafting, data collection, and administrative duties. Students will support project implementation, fundraising efforts, and reporting, gaining hands-on experience in project management within a non-profit context. Students will also conduct research and monitoring activities on the situation of children's rights in the organization's intervention countries, contributing to the organization's mission of promoting child welfare.

### ***Project #14: European Migrant and Refugee Support Research***

Students will conduct comprehensive research on European community funding opportunities, private institutions, and foundations dedicated to supporting migrants and refugees. Their tasks will include identifying funding programs related to training, employment, health, integration, childcare support, women's employment, and other relevant aspects of migrant and refugee life. Based on their research, students will delve into both public and private funding sources, showcasing best practices by selecting impactful projects that have received support from both sectors. They will analyze these projects, highlighting objectives achieved and the positive impact generated within the communities where these programs were implemented. Additionally, students will provide valuable research insights and supporting the organization's efforts to enhance support structures for migrants and refugees across Europe.

### ***Project #15: Enhancing Communication Strategies***

Students will focus on optimizing the organization's communication strategies by researching communication opportunities within LinkedIn groups, identifying liaisons, and exploring messaging apps like WhatsApp and Telegram for efficient member interaction. They will compile liaison details in an Excel sheet, create a select group as examples, and devise a step-by-step plan for effective communication implementation. Crafting impactful launch communications, engaging on LinkedIn, initiating messaging groups, and generating a comprehensive report summarizing insights and recommendations will be integral to this project.

### ***Project #16: Strengthening Advocacy and Public Engagement for Legal Reform***

Students will assist in strengthening the organization's advocacy efforts and public engagement strategies through participation in campaign and policy meetings, focusing on ways to connect with target audiences and the broader public through digital media. They will assist the policy team by formulating impactful questions for MPs and politicians, design campaign assets including logos, posters, and Toolkits, and facilitate stakeholder engagement by organizing webinars and gathering essential stakeholder

information. Students will also contribute to research tasks, such as evaluating employers with effective whistleblowing measures and polling organizations on their views regarding the campaign.

### ***Project #17: Enhancing Online Presence and Employment Reinsertion Strategies***

Students will contribute to the development of a comprehensive online marketing strategy. They will actively participate in formulating a social media strategy, focusing on launching and managing the organization's new YouTube channel. They will provide valuable advice and consultancy on employment reinsertion, aligning their efforts with the organization's new initiatives, and they will aid in the creation, development, and improvement of online training programs and courses, particularly within the Education & Care Program and Psychosocial Support training initiatives.

### ***Project #18: Social Impact and Community Engagement for Non-Profit Growth***

Students will immerse themselves in community-focused initiatives designed to foster social change and enhance the organization's outreach. Their responsibilities will include conducting in-depth market research to identify community needs and preferences, ensuring the organization's services align effectively, and they will engage with stakeholders, from members to caregivers, utilizing surveys and interviews to collect valuable insights, enriching the organization's understanding of the community it serves. Moreover, students will play a pivotal role in developing and implementing a comprehensive database system, optimizing partner data for streamlined decision-making processes.

### ***Project #19: Social Impact and Community Development***

Students will take on a central role in crafting a compelling Social Impact Bond Proposal, a critical document that aligns the organization's mission with potential funding opportunities. Students will be involved in the day-to-day operational tasks, gaining practical experience in managing the organization's essential functions. Fundraising will be a key focus, requiring students to research and identify potential funding sources and grants. Additionally, they will participate in organizing engaging summer events, fostering a sense of community and belonging. Their creative skills will shine as they collaborate on innovative projects tailored for kids, ensuring meaningful and impactful initiatives. Finally, students will manage the organization's social media presence, enhancing its online visibility and community outreach.

### ***Project #20: Social Impact and Community Development***

Students will take on a central role in crafting a compelling Social Impact Bond Proposal, a critical document that aligns the organization's mission with potential funding opportunities. Students will be involved in the day-to-day operational tasks, gaining practical experience in managing the organization's essential functions. Fundraising will be a key focus, requiring students to research and identify potential funding sources and grants. Additionally, they will participate in organizing engaging summer events, fostering a sense of community and belonging. Their creative skills will shine as they collaborate on innovative projects tailored for kids, ensuring meaningful and impactful initiatives. Finally, students will

manage the organization's social media presence, enhancing its online visibility and community outreach.

## Social Sciences

### Sample Companies

#### [Korea Chamber of Commerce and Industry](#)

The KCCI is the oldest and largest business organization in South Korea, established as a public legal entity and comprising 73 regional chambers of commerce, along with over 100 major institutions and organizations related to commerce and industry. As a private economic organization, the KCCI actively promotes development in Korea's commerce and industries, featuring business news, activities, trade inquiries, and providing statistical information. Internationally, the KCCI has been a member of the International Chamber of Commerce (ICC) since 1951 and is also a part of the World Chambers Federation (WCF), emphasizing its global engagement and cooperation in commerce and industry.

#### [International Institute for Strategic studies](#)

The IISS is a British research institute and think tank focused on international affairs. Headquartered in London since 1997, it is renowned for its expertise in global security and defense. It has been recognized as one of the top think tanks worldwide, notably in defense and national security.

#### [Stockholm Chamber of Commerce](#)

The Stockholm Chamber of Commerce is a strategic partner for businesses, fostering development, innovation, and societal change in Sweden. It offers assistance with dispute resolution through the SCC Arbitration Institute and provides both electronic and physical depository services for business secrets.

#### [Fullbright Spain](#)

Established in 1958, the Fulbright Commission in Spain offers a full range of resources for both graduate and undergraduate students. Located in Madrid, it provides services like higher education fairs, LLM fairs, school fairs, predeparture orientations, advising sessions, and webinars.

#### [Singapore Business Federation](#)

The Singapore Business Federation (SBF) is recognized as the apex business chamber in Singapore, serving as a key representative and advocate for the Singaporean business community. It plays a crucial role in fostering trade, investment, and industrial relations, both within Singapore and in its international engagements. As a central platform for business networking and policy influence, SBF actively works to support the interests and growth of its member companies across various sectors of the economy.

## Sample Projects

### ***Project #1: Virtual Networking Event***

Students will plan a virtual networking event series for local businesses with the aim of connecting them with potential partners, clients, and collaborators to foster economic growth. In addition to creating a list of potential collaborators, students will develop an outreach strategy, create a template for event invitations, propose a registration management system, and research the best virtual platform based on the Chamber of Commerce's needs and budget.

### ***Project #2: Consular Services Support***

Students will compile a database of information to be used by the host organization's citizens in a target country when traveling to the international destination, either for work or leisure purposes. The students will gather up-to-date resources such as consular services, travel advisories, emergency numbers, and any other info information deemed necessary by the host organization, and develop a user-friendly portal in which travelers can access the database.

### ***Project #3: Diplomatic Relations Research***

Students will research historical diplomatic relations between their home country and the host country, creating a comprehensive timeline highlighting significant events, agreements, and milestones in the bilateral relationship. After looking into archives, official documents, and historical records to compile a comprehensive diplomatic relations timeline, students will prepare a presentation highlighting the historical relations between the two countries, as well as suggestions on how the embassy of the host country can foster positive interactions and relationships between the two countries.

### ***Project #4: Economic Diplomacy Analysis***

Students will research and analyze economic opportunities for businesses from the embassy's country in an identified host country, looking for potential sectors for investment, trade collaborations, and joint ventures. Students will conduct market research, analyze trade data, identify regulatory requirements, and prepare reports outlining potential economic partnerships as a means of supporting the embassy's economic and trade promotion efforts.

### ***Project #5: Public Diplomacy Content Strategy***

Students will plan a content strategy aimed at showcasing the host country's values, achievements, and international contributions through the development of engaging content for the embassy's social media platforms, blog, and website. After analyzing the country's international reputation, students will identify key local content creators with whom the embassy can collaborate, taking into account the embassy's marketing budget, and develop a content strategy that can be followed by the embassy to promote the

country's positive image on an international scale.

### ***Project #6: Diaspora Engagement***

Students will propose a plan to keep an international diaspora community engaged with their home community. They will collect the contact information of the international diaspora's local community leaders, research the unique issues facing this community abroad, and outline the structure of a virtual workshop series connecting members of the diaspora community with the home community through offerings such as networking events, cultural gatherings, and skill-sharing workshops. Students will develop the Diaspora Engagement program, with suggestions for the logistics of the program, as well as a method of feedback collection.

### ***Project #7: International Business Matchmaking***

Students will contribute to the expanding reach of local businesses in global markets by developing a program that matches local businesses with suitable international partners, suppliers, or distributors based on complementary strengths. Students will design a matchmaking process, create a database of potential partners, and suggest ways to facilitate connections between the different parties.

### ***Project #8: Investment Attraction Strategy***

Students will develop strategies to attract foreign direct investment into the local economy by identifying sectors with growth potential and creating compelling investment propositions. Students will analyze investment opportunities, prepare investment profiles, and create a presentation with suggestions on how the Chamber of Commerce can promote the region's advantages to international investors.

### ***Project #9: Digital Consular Newsletter***

Students will create the template for a digital consular newsletter to be sent out periodically to citizens abroad in an effort to keep them informed about updates on consulate services, cultural events, and other important announcements. Students will design the outlook of the newsletter, prepare ideas for articles and information to be highlighted, and suggest the most effective means of sharing the digital newsletter based on their research of different online platforms and services.

### ***Project #10: Remote Consular Services Plan***

Students will assist the consulate in developing a plan to offer their services, such as consultations or appointments for document verification, remotely. They will brainstorm creative solutions, research technology platforms, and develop an innovative plan for the implementation of a remote branch of the consular's services, keeping in mind any additional hiring needs, trainings, feasibility, and the actual needs of the community being served by the consulate when it comes to being able to access these services virtually.

## Sports Management

### Sample Companies

#### [Red Card Global](#)

Founded in 2005 by R.Sasikumar, Red Card Global started its journey with the organization of the "Brazilian Beach Soccer Tournament," marking its entrance into the sports event industry. The company demonstrated its capability to deliver impactful campaigns with limited resources, as evidenced by its successful handling of Puma's 2010 World Cup Campaign in Singapore. A significant milestone was the acquisition of audio rights for the English Premier League in Singapore in partnership with Talksports UK and launching Red Card Sports Radio, which quickly gained a substantial listener base.

#### [Soccer Services Barcelona](#)

Soccer Services.net focuses on creating identities for professional clubs and federations through its Ekkono Method, a unique approach to soccer training and development. The organization has contributed to the professional growth of individuals and teams, as highlighted by testimonials from notable figures like Jimmy Thelin and Irene Paredes. Soccer Services.net has also achieved success with its Ekkono's Summer Camps, attracting significant attendance and demonstrating its impact in soccer coaching and development.

#### [London Basketball Association](#)

The London Basketball Association, established as a registered charity in July 2012, aims to bring positive social change to disadvantaged communities in London through basketball. Their mission is to inspire Londoners to engage with basketball on multiple levels, leveraging the sport as a tool for personal and communal development. The LBA focuses on utilizing basketball to benefit various aspects of community life, promoting involvement and offering opportunities for growth and development.

#### [Dentsu Sports Asia](#)

Dentsu Sports Asia (DSA) is a subsidiary of Dentsu Inc., one of the largest advertising and public relations companies in Japan. Specializing in sports marketing, DSA offers a comprehensive range of services including event management, media rights distribution, and sports sponsorship. The company focuses on leveraging the growing sports market in Asia, connecting brands and sports properties to create unique marketing opportunities and enhance fan engagement. DSA's expertise in the Asian sports landscape makes it a key player in the region's sports industry, particularly in markets like Japan, China, and Southeast Asia.

## Sportfive

Sportfive, previously known as Lagardère Sports, is a major player in the international sports marketing industry. It is owned by the French media group Lagardère Unlimited. The company specializes in the buying and selling of sponsorship and media rights, brand consulting, event management, and athlete management, with a focus on football. Sportfive has been instrumental in marketing European TV rights for major events like UEFA EURO 2008 and handling TV rights for Italy's Serie A and Spain's Primera División in Asia. With a significant global presence, Sportfive leverages the emotional power of sports to forge pioneering partnerships and has a workforce of over 1000 employees, headquartered in Hamburg, Germany.

## Sample Projects

### ***Project 1: Sports Sponsorship Enhancement***

This project focuses on improving the sponsorship experience for our sports clients. Students will identify areas of enhancement, create proposals to offer added value to sponsors, and analyze the effectiveness of sponsorships. The goal is to optimize sponsorship strategies and ensure a mutually beneficial relationship between sponsors and sports organizations.

### ***Project 2: Sports Technology and Product Introduction***

Students in this project will gain exposure to the rapidly growing field of sports technology. They will learn about the company's distribution rights to innovative sports technologies, and will be involved in introducing these products to the market. This project offers the opportunity to learn about the latest sports tech trends, conduct market research, and assist in product launches.

### ***Project 3: Sports Event Management and Education***

Students will collaborate on setting up a regional project in the sports industry, including league management and event coordination. Additionally, they will be involved in a Sports Business Mentor program, helping individuals turn their passion for sports coaching into a successful business. This project provides hands-on experience in sports event management and educational program development.

## Social Work

## Sample Companies

### [Koa Health](#)

Koa Health advocates for accessible mental healthcare, emphasizing the importance of adapting to changing ways people access such care. They strive to provide the right care, at the right time, in the right way for everyone. The company's approach, Koa Care 360, prioritizes prevention and personalized, precision care. It offers a comprehensive range of services, including easy navigation to human and digital support across the full continuum of mental health.

### [Plan International](#)

Plan International is an independent development and humanitarian organization that advances children's rights and equality for girls. Active in both Europe and Asia, the organization works in various fields, including education, child protection, health, and emergency response. Plan International's approach is community-based and child-centered, aiming to create lasting improvements in the lives of children and their communities.

### [Healthy Work](#)

Healthy Work focuses on enhancing workplace well-being as a means to achieve success and retain talent. The organization positions itself as a solution provider for emotional health care in businesses. They offer unique services tailored to each company's needs, including employee support programs and comprehensive health-related training. Healthy Work emphasizes the care of emotional health in the workplace through evaluation, intervention, training, and support, demonstrating their commitment to holistic employee well-being.

### [FIDH](#)

FIDH is an international NGO focused on human rights, comprising 188 national human rights organizations across 116 countries. The organization believes in the transformation of societies through local actors, aiming to enhance their capacity and influence. FIDH operates at regional, national, and international levels to address human rights violations and strengthen democratization processes, targeting states, armed opposition groups, and multinational companies.

### [HelpAge International](#)

HelpAge International is an NGO dedicated to promoting the rights and welfare of older people worldwide, with significant operations in Europe and Asia. The organization advocates for the needs and rights of older persons, working on issues like age discrimination, healthcare access, and social inclusion. HelpAge collaborates with a network of partners to provide support and services to the elderly.

## Sample Projects

### ***Project #1: Mentorship Program***

After researching prominent figures in the local community, students will develop and coordinate a mentorship program that connects the non-profit's target community with supportive mentors based on the community's needs. The students will lay out the recruitment and matching processes, create an events calendar, develop a handbook for the mentorship program, and outline a program which positively impacts the community being served by the non-profit.

### ***Project #2: Fundraising Campaign***

Students will investigate a social issue affecting the local community where the host company is based, and will develop an awareness campaign to inform the company's employees of the issues, based on research conducted. In addition to the awareness campaign, students will outline a fundraising plan, detailing creative ideas and putting together a calendar that can be implemented by the host company in order to raise funds to support a local organization working to address the issue at hand.

### ***Project #3: Online Education Workshop***

Students will create an online educational workshop that can be presented to the local community being served by the non-profit. They will choose the focus of the workshop based on the non-profit's recommendations, research key insights to be shared, and create a presentation including the visuals and general outline of information to be shared. They will also research any local leaders or experts who should be contacted and invited to be involved with the workshop.

### ***Project #4: DEI Advocacy***

Students will present a plan for training modules on diversity, equity, and inclusion, tailored to the company's industry and culture, with the goal of promoting awareness and understanding. In order to do so, students will research local customs, potential points of tension, existing strategies, relevant literature, and innovative approaches. Students will also take into account questions of DEI when the employees of their host company interact on a global level with colleagues from different countries and cultures. They will then present their findings, along with a plan for employee training.

### ***Project #5: Employee Well-being Program***

Students will develop and implement a well-being program for company employees, focusing on stress reduction, work-life balance, avoiding burn-out, coping skills, mental health support, and any other areas identified by the host company. They will provide the necessary plan, information, and tools for an employee well-being program that can be put into place in order to improve employee morale, productivity, and retention by fostering a positive work environment and addressing employees' holistic needs

## Sustainability

### Sample Companies

#### [Paia Consulting](#)

Paia Consulting is a team of dedicated sustainability specialists focused on working alongside companies to understand and address sustainability issues within their structures and strategies. Established in 2002, they have been leading companies in Singapore and South-East Asia in sustainability for over 20 years. Their services specialize in helping companies assess Environmental, Social, and Governance (ESG) risks and opportunities, implementing sustainable solutions to maximize long-term value creation.

#### [Good People](#)

Good People is a company that creates sustainable, handcrafted handbags from premium plant fibers, embodying social and ecological values on a global scale. Each bag is made by a single woman in Madagascar, from weaving to finishing, supporting women with limited access to education. Their collections are inspired by artisanal crafts, focusing on sustainability, timelessness, and sophistication, with each product carrying a meaningful story.

#### [Pure Living](#)

PureLiving is a leading indoor environment consultancy and engineering firm providing turnkey assessment, system implementation, and monitoring. Their mission is to help clients create a healthier indoor workplace and home. They have worked for Colliers, Savills, and CBRE.

#### [NTT](#)

NTT, founded in 1985 in Japan, is an IT company aligned with the UN Sustainable Goals. It aims to reduce its environmental impact and provide green innovations in the IT sector. NTT has set a goal to decrease its greenhouse gas emissions by 60% by 2030 compared to 2016 levels.

#### [Neste Oyj](#)

Neste Oyj, established in 2005 in Finland, is a pioneer in sustainable fuels, significantly impacting the aviation industry with its Sustainable Aviation Fuel (SAF). The company is driven to create healthier planet solutions by developing alternatives to conventional fuels and refining plastic alternatives. Neste focuses on a future with a healthy environment, ethical operations, and annual improvements aligned with climate goals.

### Sample Projects

### ***Project #1: Carbon Footprint Reduction Strategy***

Students will work closely with cross-functional teams to assess the company's current emissions, set achievable reduction goals, and create a roadmap to achieve these goals. They will identify energy-saving initiatives, employee behavior changes, and technology upgrades that contribute to the reduction of carbon emissions. Students will also brainstorm ways to encourage employee engagement.

### ***Project #2: Sustainability Report***

Students will develop a sustainability report outlining the company's environmental, social, and governance (ESG) performance to enhance transparency and accountability. In order to do so they will collect relevant data, track sustainability metrics, and create a report that aligns with industry standards.

### ***Project #3: Green Product Implementation***

Students will research and identify opportunities for incorporating sustainable materials, processes, and design principles into the company's products to minimize environmental impact. In addition to researching eco-friendly materials and analyzing market trends, students will also be responsible for assessing the feasibility of these changes and creating a way to monitor and track the success of the implementation of the changes.

### ***Project #4: Eco-Friendly Remote Work Advocacy***

Students will propose eco-friendly practices for remote work, focusing on energy efficiency, reduced paper usage, and sustainable technology choices. They will research innovative remote work practices that align with sustainability goals, create an employee handbook with guidelines to be followed, outline a virtual informational session to be shared with the team, and create a method of evaluating the success of the program.

### ***Project #5: Social Media Strategy***

Students will create social media content highlighting the company's sustainability goals and initiatives, and will develop a social media strategy aimed at communicating the company's dedication to sustainable practices in their business. In addition to creating company-specific content, they will gather articles and other online resources related to the company's sustainability goals that can be shared on the company's social media platforms to reinforce their support of sustainable practices.

### ***Project #6: Sustainable Office Practices Guide***

Students will design a guide outlining sustainable solutions that can easily be implemented within the company's office setting. Students will research sustainability issues specific to the location of the host company and suggest possible solutions relevant to the company's sustainability goals. Students will design an online how-to guide that is visually appealing and that effectively communicates the proposed

solutions.

### ***Project #7: Industry Research and Competitor Analysis***

Students will research sustainable practices, trends, and innovations within the company's industry, gathering information from reputable sources and conducting an analysis on the creative practices already being implemented by the company's competitors. Students will then present their key findings, including suggestions on how the company can meet and surpass the sustainability efforts of their competitors.

### ***Project #8: Energy Consumption Tracker***

After collecting and reviewing data, students will design and create a user-friendly tool that allows employees to log their energy usage habits. They will develop a tool, such as a spreadsheet or APP, to help employees track their energy consumption habits while working remotely, providing insights into potential areas for improvement.

### ***Project #9: Green Certification Plan***

Students will research local and international sustainability certifications for which the company could be eligible, and after identifying the most relevant certifications, they will outline the application process and create a detailed plan for the company to follow in order to apply for and receive the certification. Students will put together a step-by-step plan for the company to follow, with all necessary documentation listed and all important deadlines highlighted.

### ***Project #10: Community Outreach***

Students will investigate opportunities in the country's local community to engage with community members to promote sustainability and enhance brand awareness. After identifying the most relevant community engagement opportunities, students will design outreach materials, create an events calendar, and plan in-person and virtual events that can be carried out by the company in their local community.

## **Writing (Journalism, Publishing)**

### **Sample Companies**

#### **[Metal Magazine](#)**

Metal Magazine, originating in Barcelona in June 2006, is an independent publishing project that combines fashion, photography, and art, featuring some of the most notable talents of the moment. The magazine is published biannually and is available in over 25 countries, establishing itself as a prestigious publication in its field. In addition to its print form, Metal Magazine also offers a range of new and exclusive online

content.

### [Jumpstart Media](#)

Jumpstart is an Innovation as a Service company that connects and supports Asia's entrepreneurial ecosystem through its main business divisions, which include media/events, corporate partnerships, youth outreach, and venture engagements. With the mission to make innovation matter, Jumpstart offers a comprehensive suite of services to startups and facilitates a platform for collaboration among startups, entrepreneurs, investors, and other stakeholders. Jumpstart Magazine, a key component of its media/events division, is the largest English-print publication focusing on innovation in the Asia-Pacific region, distributed in 39 cities across 11 countries, and maintains a significant online presence in the innovation space.

### [Story Terrace](#)

StoryTerrace was founded by Rutger Bruining with the vision of providing everyone the opportunity to record and preserve their personal stories. The idea emerged from the realization that many personal stories and adventures, like those of his grandparents, often remain undocumented. StoryTerrace operates on the principle of offering a professional biographer to each person, allowing individuals to collaborate with a writer that matches their style and needs to capture their anecdotes and turning points in personalized memoirs.

### [Euronews](#)

Euronews is a European news organization providing comprehensive coverage on a variety of topics, including economy, politics, and diplomacy. It offers the latest breaking news through free video on demand, ensuring timely and informed reporting on European and global events.

### [Reuters](#)

Summary: Reuters is a leading news agency providing in-depth coverage of European news, including political, economic, and social issues. It's known for delivering reliable and up-to-date news stories and headlines from Europe and around the world.

## Sample Projects

### ***Project #1: Content Research, Production, and Digital Marketing***

Students will take on a pivotal role in the realm of content creation and digital marketing for the company, assisting with article research, ensuring the content is well-informed and engaging. Students will conduct SEO research, selecting strategic keywords to enhance the digital content's visibility. Their role will also include producing 1-2 blog posts weekly, maintaining a consistent and compelling online presence. Additionally, students will contribute to content publication on WordPress, participate in social media

research, and actively engage in the production and publication of social media content.

### ***Project #2: Journalism, Graphic Design, Events, and Marketing Support***

Students will assume a dynamic role encompassing journalism, graphic design, events, and marketing support. Their tasks will range from conducting comprehensive research for articles and interviews to creating captivating content for print and online magazines. Engaging in graphic design responsibilities, students will craft visually appealing graphics for magazines and marketing materials. In event management, they will coordinate speaker outreach, handle logistics, and conduct thorough event research for seamless execution. Additionally, students will actively contribute to marketing efforts by reviewing and refining SEO/SEM strategies, suggesting enhancements for website optimization, and devising a cohesive social media strategy.

### ***Project #3: Multimedia Journalism, Online Marketing, and Social Media Management***

Students will immerse themselves in the realm of multimedia journalism within the social enterprise and impact investing space. Their role will span a wide array of tasks, from supporting the magazine's online publication's marketing and communications efforts to engaging in video editing and production projects. Students will actively contribute to the magazine's social media presence by writing, posting, and scheduling content, ensuring a consistent and engaging online presence. Additionally, they will be responsible for finding or creating visuals to accompany articles and uploading content to the website. Students will also assemble newsletters and other emails to the magazine's networks, refining their skills in digital communication and online marketing strategies within the context of multimedia journalism.

### ***Project #4: Content Production, Digital Event Management, and Editorial Support***

Students will play a pivotal role in content creation, producing articles for the website, app, and monthly print magazine. Their responsibilities will include managing the digital events calendar and listings database, ensuring accurate and up-to-date information for the audience. Students will also be involved in copyediting and proofreading content when necessary, ensuring high-quality output. They may conduct interviews when needed, contributing valuable insights to the publication. Additionally, students will provide support at company events, gaining practical experience in event coordination and enhancing their overall skill set in the journalism and media industry.