

The following e-journals are laid out for your referencing only.
The final reflections **MUST be typed and submitted** in the Inplace portal field at the various intervals of your internship period.

Please **do not email** your faculty mentor with this document.
Everything has to be done through the Inplace portal.

Each blank field has a requirement of **250 – 500 words** range.
Please avoid providing only a few sentences as it will make it challenging for your faculty mentor to assess your reflections.

Submission via inplace portal

E-journal 1 – submitted by the end of Week 2

Intended learning outcome 1:

Applying knowledge and skills relevantly and appropriately in the workplace

Consider the knowledge and skills you already have, perhaps through your university courses or other experiences, and/or newly acquired ones through the current internship. Look at how you have applied them during the internship. For example, if your key responsibility as an intern is social media marketing, then look into what knowledge and skills are needed for the role and in what ways you have used them, such as social media landscape, difference between the various platforms, SEO optimisation, content creation, copywriting, strategic planning, partnership and community management, data analytics, etc

Evidence

Evidence can be provided in the form of text descriptions, photographs, or drawings (ensure you seek clearance from your internship organisation should sensitive information be involved)

Please provide evidence within the range of 250 – 500 words.

Reflection

Reflect critically on the evidence and the experience producing them, relating them to how they demonstrated your achievement of the specific ILO (or how they helped you to do so): Particularly but should not be limited to - what were the tasks (or observations) and their contexts, actions taken (or lessons drawn) by you and their reasons, and results achieved? What did you learn (e.g. information, knowledge, skills)? Evaluate your own capabilities and attitude where appropriate.

Please provide reflection within the range of 250 – 500 words.

Intended Learning Outcome 2:

Discuss the internship organisation's nature and context of business.

What business and industry is the organisation in? What is its business model (i.e. how do they earn)? Are they a service provider or do they sell products /content mainly? Who are their target market and audience and their profile? Who are their suppliers and/or partners? Why is this business or industry attractive? Is it a growth industry or sunset industry?

Evidence

Evidences can be provided in the form of text descriptions, photographs, or drawings (ensure you seek clearance from your internship organisation should sensitive information be involved).]

Please provide evidence within the range of 250 – 500 words.

Reflection

Reflect critically on the evidences and the experience producing them, relating them to how they demonstrated your achievement of the specific intended learning outcome (ILO) (or how they helped you to do so): Particularly but should not be limited to - what were the tasks (or observations) and their contexts, actions taken (or lessons drawn) by you and their reasons, and results achieved? What did you learn (e.g. information, knowledge, skills)? Evaluate your own capabilities and attitude where appropriate.

Please provide reflection within the range of 250 – 500 words.

Intended learning outcome 3:

Reflect on the organisational culture at the internship organisation.

What business and industry is the organisation in? What is its business model (i.e. how do they earn)? Are they a service provider or do they sell products/content mainly? Who are their target market and audience and their profile? Who are their suppliers and/or partners? Why is this business or industry attractive? Is it a growth industry or sunset industry?

Evidence

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Submission via inplace portal

E-journal 2 – submitted by end of week 6

Intended learning outcome 1:

Identify your own competency gaps at the internship workplace.

Find out what “competency” means. As you work in the organisation, did you find yourself lacking in certain skills, knowledge, or even attitude and attributes? For example, while you compile the results from a survey using Microsoft Excel, you realise that using Vlookup and Pivot tables are necessary for you to gain deeper insights into the survey results. However, you do not know how to use the Excel Pivot table features. This will be one competency gap.

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Intended learning outcome 2:

Develop and apply strategies to solve problems effectively that involves critical thinking and creativity, generating questions, resourcing, application, and reiteration.

What specific problems or challenges did you encounter? How did you approach them? Did you employ certain methodologies or problem-solving frameworks (such as root-cause-analysis, fish-bone, brainstorming, etc.)? Did you seek help? How were you advised? Were the problems solved or overcome? Did it take several tries and iterations? What worked for you and what didn't work?

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Intended learning outcome 3:

Evaluate resources and develop insights to make informed judgements and recommendations.

When you encounter something that you don't know enough about, what do you do to find the information? How did you identify and acquire the resources needed to solve problems? How did you evaluate these resources – on what basis did you determine them to be relevant, true, sound, accurate, etc.? For example, if you need to know if there are statistics or research into the number of homeless rough-sleepers in Singapore, where would you find such information? How do you know what you found is true? Even if you found such information on research papers, how do you determine if the research was well conducted such that the conclusion is valid?

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Submission via inplacement portal

E-journal 3 – submitted by end of week 11

Intended learning outcome 1:

Evaluate resources and develop insights to make informed judgements and recommendations.

You have identified competency gap(s) previously. How would you go about bridging those gaps? For example, if it is Excel advanced skills or the use of Tableau, how did you learn enough (or what do you plan to do so?) about them to get the work done well? Was it through Youtube videos, or did you consider Skillsfuture courses or got yourself enrolled in a Coursera or Udemy course to development those skills? Can you learn only through formal courses? What about working on industry projects (such as NTU EDGE programme) or even taking on more internships to learn on-the-job? There are various options to choose from, of course. How would you choose – what criteria would you use?

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Intended learning outcome 2:

Appraise the significance and impact of the project/work/assignment undertaken at the internship organisation.

Consider the various tasks, assignments, and projects you have undertaken during your internship. What are they? How did they contribute to the organisation or department goals? What difference(s) did it make? If that work is not done or not done well, what is the impact in terms of time, effort, emotions, money?

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Intended learning outcome 3:

Describe the career pathways within the internship organisation as well as the broader industry.

What are the various departments/divisions within the company? If you joined the company as an employee, what is/are the possible career pathways within the company? What's the timeline for each level? For example, you may start as a Marketing Executive, the progression may be Marketing Manager, Regional Marketing Manager, Marketing Director, Vice-President of Business Development, Managing Director, CEO and so on. Also, find out if it is possible to cross functions? For example, is it possible to cross over from Marketing to Sales? How about Marketing to HR? What will it take? What other job roles interest you? Look beyond the company and see how are other companies within the same industry structured and what career pathways there might be.

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Intended learning outcome 4:

Reflect on personal and professional development needs within the internship organisation as well as the broader industry and set strategic goals for advancing along an intended career path.

Consider the organisation structure, organisation culture, career pathways within the company and the industry. Is this an industry or role/function you wish to be in? Does it resonate with your Values, Career Interests, Personality, and Skills (VIPS)? What is a possible career path you can plan to take? (It is perfectly ok to decide not to work in this industry or role/function. You should be clear the reasons for it.) What are your career goals within 3 years of graduation? What are your career goals within 5 years of graduation? What do you need to do in order to achieve these goals? It may be taking a certification course on negotiation, coaching, training, leadership, etc. Or it could be a Master's degree or specialist diploma, etc. it may be finding a mentor or career coach. Think about and plan how you will grow yourself after graduation.

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Intended learning outcome 5:

Overall internship reflection

Your overall internship reflection will include but not limited to: Your overall experience in the internship, what are your strengths and weaknesses? Did the experience affirm or revealed them? How will you build up your strengths and reduce your weaknesses? How do you now view this industry and this sort of work? What alternatives will you consider? Knowing what you now know, what are your tentative career plans after graduation? What will you do from this point onwards to put those plans in act? If you were to do this internship all over again, what would you do differently?]

Please provide reflection within the range of 250 – 500 words.

Submission via inplace portfolio