

## Designing Internship Program Based on the Instructional Design Method by Business-Academia Collaboration

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This presentation introduces how to design the internship program in a particular Japanese university. In Japan, the issues of lack of business-academia collaboration were often discussed the internship program in terms of effectiveness. This presentation reports how the university and company collaborated and developed the internship program based on the instructional design method. The presentation includes how it worked and the problems that should solve next time.

### **Background**

In Japan, there are a number of universities encourage students to participate in an internship program before they start job hunting. However, Ministry of Education, Culture, Sports, Science and Technology in Japan (MEXT) states that seventy percent of universities offered internship programs in 2011(MEXT, 2013). However, only 2.2 percent of students participated in an internship program in 2011. Furthermore, MEXT

pointed the lack of business-academia collaboration for the internship program. Thus, the effectiveness of internship programs was clear, or support from the educational aspects was not enough for the students in the internship program (MEXT, 2013).

Considering the issues, Human Innovation Research Center(HiRC) designed an internship program while closely cooperating with a company that provides an internship opportunity to the students using the instructional design method. This internship program was for a certificate program of a social community designer (SCD) at Aoyama Gakuin University. The students in the certificate program were recommended to participate in the internship program.

## Designing Internship Program with Business-Academia Collaboration

### Advance Preparation

First, as advance preparation, following things were discussed such as a period and timing of an internship program, and content in the early stage. Furthermore, program conditions were determined such as travel expenses and remuneration. Moreover, contracts for confidentiality such as nondisclosure agreement or internship insurance were discussed when and how the participants obtained. Necessary educational support for students during the program was advised by the professors and instructional designers at the university. In this stage, as an internship guideline suggests (Aoyama Gakuin University, 2013), not only the Human resource professionals, but also the persons in charge of the department that gives internship training communicated with person in the university. Thus, the content of the internship program or educational support were directly discussed to design effective program. The internship program was designed and implemented as a schedule listed in the table 1.

Table 1 Schedule

Months	Preparation
February	Find a companies for internship program
March~April	Plan basic plan for internship program
	Determine the plan, themes ,and conditions
Late April	Provide application forms
Midle of May	Make more detailed plan
Middle -End of May	Receive application forms
End of May	Review application forms , and intervies
Early June	Notifcation of acceptance
June-July	Preparation for the detailed content of internshp program

August	Implementation of internship program
August-September	Evaluation
September-	Feedback
November	Find the issues this year and identify improvement points

Actual schedule and conditions were shown in table 2. The timing was considered for student summer vacation season and the host company's business of the work,

Table 2 Dates and Conditions

Interview	2014, June 18
Pre-training	2014, July18
Period of Internship Program	5 days (2014, August 8 <sup>th</sup> , 11 <sup>th</sup> , 12 <sup>th</sup> , 13 <sup>th</sup> , 14 <sup>th</sup> )
Post-Training	2014, October 10
Credits	NO
Travel expenses and remuneration	NO
Insurance	Students obtained insurance at school
Nondisclosure agreement	Students made the contract on the first day of the internship.
Participants	5 students

### **Designing Internship Program Based on the Instructional Design Method**

In order to design the internship program, an instructional designer analyzed the participants' basic skills and knowledge that probably have obtained by the internship program. An instructional designer at the university used a competency list to show their levels clearly. The information shared with the host company that offered the internship program. Moreover, the participants' course papers for the assignments in the e-portfolios made the people in the host company available based on the student's agreements. Referring to their competency list, the appropriate learning goals were created by the instructional designer at the university. At the same time, related competency items were assigned each task of the internship program. Basic ideas of each task were suggested by the host company. Moreover, learning goals of each task

were shared with the company, students, and university during the internship program.

Next, the necessary materials such as daily report sheets, evaluation sheets, questionnaires were developed by the university to be able to provide effective educational support during the internship program.

During the internship program, the instructional designer at the university suggested the persons in the company how to give the students feedback or evaluate students with the evaluation sheets.

Four kinds of evaluation forms were prepared. Evaluation for students' work based on the competency list was made by the host company, students' evaluation about the internship program, and self-evaluation about their learning through the internship program, and evaluation about the final paper.

Figure 1 showed the image of the Business-Academia Collaboration.

### Data collection

Although several data were collected, this paper focused on the student and the host company's comments. On the last day of the internship, the participants answered the questionnaire about the internship program and their experiences. Also, the interview results of the manager at the company that offered the internship program were used to find out how the internship program worked.

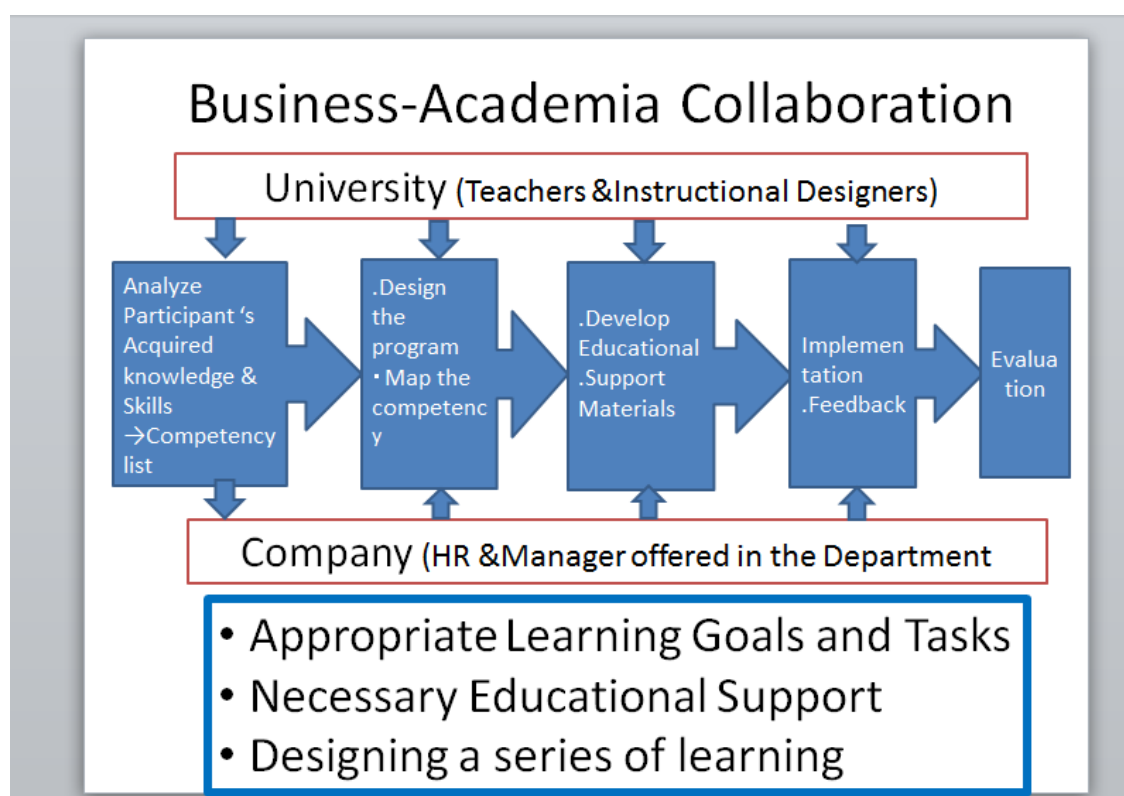


Figure 1

## Student Comments

Questions	Results
Do you think that the level of work was appropriate as compared to the competency? Please explain the reason for thinking so.	Four out of five people stated the level of the work was appropriate level .One person described what was assigned was a higher than the competency.
What did you discover during the internship? (About the company, about myself, students of the other, the work environment, etc.)	<p>Student A: I discovered that other participants have high motivation about this internship program. I was stimulated by other's ideas.</p> <p>Student B: I felt a difference in the way of thinking. I was moved the story from the manager. During the college life, it is possible to choose the road, but when you start to work, you need to make your way and become a member of society.</p> <p>Student C</p> <p>I found that in the student life, you can work for the thing that could reach the end, but I realized that I need to continuously work for a project because there is no answer or the correct answer in the company.</p>
Write good points of the internship.	<p>Student A</p> <p>We were able to have an experience of the actual work.</p> <p>Student B</p> <p>Talking to the people in the company was very meaningful. I was able to receive the feedback about my ideas, thus I was able to have a new perspective that I would not be able to have in school.</p> <p>Student C</p> <p>The work of the internship was such fun. In addition, I found the skills I need in the future in the work. It was meaningful to have new perspective that would not be able to have as students.</p> <p>Student D</p> <p>The internship program allowed the students the appropriate experience that was able to only experience in the workplace. It was good to participate in this program.</p> <p>Student E</p> <p>It is good to have lunch with the people in the company while talking about many things.</p>

### Comments of the Manager in Host Company

Good Points	Evaluation indicators and learning objectives that university provided us with was very helpful. From the competency list, level of students was easily image. It helped us to plan the student course assignment. Because there is no familiar to evaluate, we did not know well how may be evaluated.
Points consider next year	Evaluation of students needed more support from the university. If the level of students' skill were different, it may be difficult in designing the program . To do practical training, it would be necessary to have over 3 days I think there was a deeper learning you may not be able to find from the only daily report. The number of people (5 students) was just right. I think it's impossible have more than 10 students. Load of the host company was still high, but there may be a way to implement lower load .

### Findings

This internship program was designed by the university and enterprise. Both of them shared the information and helped each other, and tried to design the effective program for the students.

From the student comments, the level of internship work seemed to be appropriate. Competency list made by the university helped the people in the company to imagine the student level. Thus, it helped them to design the tasks and program.

Students seemed to be able to have a significant working experience, so that they found a new insight into working in a company. Taking with people in the company or feedback from them seemed to be helpful.

While, since the people in the host company were not familiar to the educational support to the students and evaluation of students, the advice or support from y the university was helpful to them. However, as the manager's comment, the university should have helped more support for the evaluation.

Even though the university supported the host company, load of the host company was high. It may be necessary to design that takes into account the efficiency of the corporate side while maintain the effectiveness of the internship program.

Although this paper used the limited data with the small sample, some hint may indicate how to collaborate business-academia to design the effective internship program.

### References

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