

Example Internship Proposal – Business Society / IBA

BACHELOR INTERNSHIP PROPOSAL ROTTERDAM SCHOOL OF MANAGEMENT, ERASMUS UNIVERSITY

Name company: *Anthesis Consulting Group*

Country: *UK*

Brief description of the company:

Anthesis is a specialist in global consultancy that believes commercial success and sustainability go hand in hand. They consult companies on how to become more sustainable in for example their value chain or their strategic decisions.

Description of the internship assignment:

I will do my internship in the Strategy and Communications Services team. I will be helping with the development of their sustainability risk practice to provide clients with future focused assessments. I will develop a technology to do these assessments and in order to do that I will research what clients are looking for, how it can bring the most value to current and future clients and what the best service is to support the technology.

Description of the research problem that you will study within the company. Be sure to include the elements listed on page 7 of the internship manual.

My research questions is: "How can risk assessment improve an organisation's sustainability."

When companies use risk assessment tools, they usually are performing a SWOT analysis to determine which opportunities and threats are in the company environment. The opportunities and threats are them dealt with using the firms strengths and improving the weaknesses. I will be analysing how companies actually use their strengths and improve their weaknesses, whether that strength leads to more sustainable strategies or whether the opportunity itself is becoming more sustainable. As SWOT analyses are mainly used to keep a company competitive or aware of the external environment, it will be interesting to see how it's used to become more sustainable.

Next to the SWOT model I will research literature on risk assessments and measurements of companies to become more sustainable.

I will carry out qualitative research by speaking to (potential) clients and employees of Anthesis. The literature research in combination with the qualitative approach will help me to understand and explain why companies are performing the test and how it helped them become more sustainable.

Limitations of the research are: small sample size of clients; potential bias of sample with more proactive companies because all companies are already client of Anthesis or are interested to become a future client;

Description of the relation between the assignment and the chosen academic department:

The Business Society Management department is the most suitable as I will focus on the sustainability risk assessment and gain a lot of information on the intention and activities of companies to become more sustainable.

IBA students only – Please describe the international aspects of this particular internship here:

The internship will take place in the UK and the company has offices in North America, Europe, Asia and the Middle East and work for many multinational clients.