

**Internship Program for students of Management (second-cycle studies)
at the Faculty of Management, University of Gdańsk**

Internship location: Entities related to management, such as service sector companies, manufacturing companies, public institutions, non-governmental organizations, scientific and research institutions, educational institutions, cultural institutions, consulting companies, management departments in corporations, and other entities operating in the field of management and organization.

Number of internship hours: 200 hours (45 minutes each) – settlement in the third semester

Students should complete internships in the following areas (scope of the internship – order optional):

- subject of the company's activity: learning about the formal and legal basis for the functioning of business entities and the specifics of their activities,
- strategic and operational planning – participation in the development of the organization's development strategy, operational plans, action schedules, and market environment analyses,
- human resource management – participation in recruitment, selection, training, and employee evaluation processes, as well as the creation of incentive policies,
- project management – participation in the planning, implementation, monitoring, and evaluation of both business and social projects,
- marketing i komunikacja – wsparcie działań w zakresie badań rynku, tworzenia kampanii promocyjnych, analizy konkurencji oraz komunikacji z klientami i interesariuszami,
- zarządzanie finansami i budżetowanie – zapoznanie się z planowaniem budżetowym, kontrolą kosztów, analizą rentowności, tworzeniem prognoz finansowych i raportowaniem,
- organizacja i optymalizacja procesów – udział w analizie i usprawnianiu procesów organizacyjnych, logistycznych i operacyjnych w przedsiębiorstwach,
- zarządzanie jakością – poznanie narzędzi i metod zapewnienia jakości, udział w audytach wewnętrznych, tworzenie dokumentacji jakościowej,
- innowacje i przedsiębiorczość – wspieranie inicjatyw związanych z rozwojem nowych produktów lub usług, analiza modeli biznesowych i przygotowanie do podejmowania działalności gospodarczej,
- zarządzanie zmianą i ryzykiem – zapoznanie się z mechanizmami wdrażania zmian organizacyjnych oraz identyfikacją, analizą i zarządzaniem ryzykiem w organizacji,
- obsługa systemów informatycznych w zarządzaniu – praca z narzędziami i systemami IT wspierającymi zarządzanie, takimi jak ERP, CRM, BI, systemy HRM, itp.

As part of their practical training in the Management program, students should have the opportunity to:

- apply their knowledge in practice: participate in real organizational activities, such as planning, human resource management, marketing, and process organization and management in various sectors of the economy,
- familiarize themselves with the organizational infrastructure: gain experience in managing company resources, work organization, and analyzing operational and logistical processes,

- learn about the specifics of the industry: gain knowledge about the functioning of organizations and companies in various sectors of the economy at the local, national, and international levels, taking into account the specifics of the market in Poland and the European Union,
- develop managerial and business competencies: develop market analysis skills, create management strategies, make financial and marketing decisions, and effectively manage teams and organizational processes.

As part of the Management program, companies accepting students should enable them to:

- apply theoretical knowledge in the field of organization management in practice, while developing cognitive, social, personal, business, and managerial skills,
- become involved in the functioning of a selected organization at various levels, such as the marketing department, customer service department, project organization team, human resources management, infrastructure management, and other areas of business operations,
- familiarize themselves with the specifics of the market, enabling practical application of knowledge in the real-life operations of an organization in a market environment,
- develop professional skills and competences through active participation in the organization's activities,
- familiarize themselves with methods of documenting work and methods of evaluating the effectiveness of the organization's activities, including analysis of results and report writing,
- familiarize themselves with IT systems used in organizational management and enable them to use these systems in practice.