

Why should students do the Internship in Business paper?

I would recommend that Internship in Business students try and gain as much as they can from the experience by taking up every opportunity you can, whether it's volunteering for extra projects, attending networking functions and business events, sitting in on meetings or just asking questions about how things work. I always found people were more than happy to share their experience and advice over coffee, and some of the contacts I made during the internship turned out to be really valuable connections. New Zealand is a small place and relationships are vital, so if you can start building your network while on the internship programme you'll be a step ahead.

PHOEBE LANG

INTERNEED AT BIOCOMMERCE CENTRE 2011

Where have you worked since finishing at Massey?

After graduating I took up a role with KiwiRail Scenic Journeys, the tourism arm of KiwiRail. I worked across a diverse range of projects from websites & digital marketing to advertising & promotions. As marketing coordinator in a small team, I gained a huge amount of experience across many sales & marketing functions, and developed a strong understanding of the entire business operation. Consequently, I now boast an excess of train-related knowledge that is yet to be useful in a pub quiz!

After two years in the capital I decided to pack up my life and head overseas in search of bigger adventures; my plan didn't extend much beyond the first month, so it was an exciting but nervous leap as a young solo traveller. Since April 2015 I've visited 16 countries and set myself up in London, working for the global youth travel company, Topdeck. After experiencing their product as a passenger last summer, my Trip Leader encouraged me to apply for a marketing coordinator role that was open in the London office. I've recently been promoted to CRM marketing executive, which will see me driving our customer journey strategy, implementing a new CRM system and customer research projects. Travel is a dynamic and exciting industry to work in, and you certainly can't complain about the perks!

What are the key things you got from doing the internship?

First & foremost, experience. The internship is a fantastic way to start building yourself a track record and displaying your capabilities, meaning you're in a much stronger position when applying for graduate roles. The right internship will give you the opportunity to develop practical skills, gain professional contacts and could even be the lead into a permanent role. I worked with my company for the remainder of my degree after completing my internship, and the experience definitely helped me land my first full time job.

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When you're competing for graduate jobs, you need to be able to set yourself apart from the competition and demonstrate you have practical experience to support your academics. Completing an internship is one of the best ways to do this, and will also see you up with contacts, references and people who can support your career development. Go for it!

TYLER KEENLEYSIDE

INTERNEED AT TOYOTA NEW ZEALAND 2011

Where have you worked since finishing at Massey?

I haven't really left my internship – after almost five years I am still working at Toyota, spending my first three years since University in the Business Planning department and now as the Team Leader of Used Vehicles Operations and Reporting - a role which involves planning, forecasting, logistics, management and reporting of all the processes that go into selling Used Vehicles to Toyota Dealers.

What are the key one or two things you got from doing the internship?

Firstly it's about putting theory into practice – putting concepts from the textbook to real life examples made it much easier for me to understand what was being taught in class. Secondly, it's the experience, getting to be a part of some of the best and brightest companies in New Zealand and being paired with a mentor who will help you succeed in your project and get you accustomed to the work environment.

Why should students do the Internship in Business paper?

This is the best career move you can make before you have even finished university. An internship will make you stand out against the hundreds of other graduates looking for employment and you will have the ability to adapt quickly to any role and be able to make a difference in your new organization from day one.



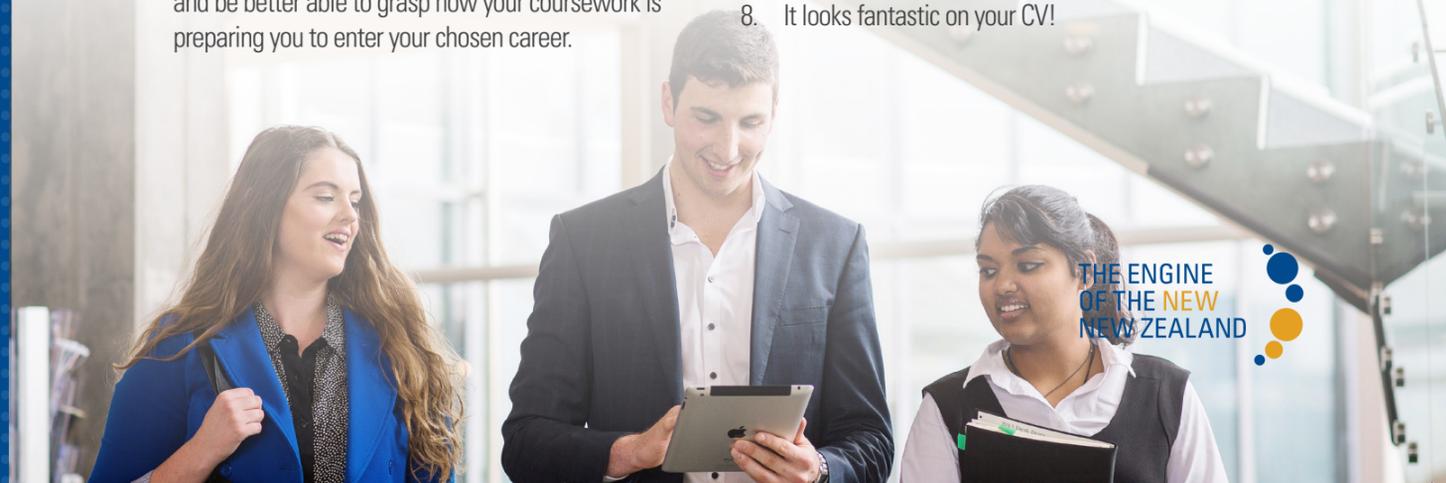
CAREER SERIES INTERNSHIP IN BUSINESS

The Massey School of Business Internship in Business provides interns with an invaluable edge; one that sets them apart from other business graduates in the competitive employment marketplace. A 300 level, Double Semester paper

that provides an individual practical experience in business, linking theory to practice. It consists of a period of supervised study and practical experience in an area related to individual disciplinary and professional interests.

WHY IS DOING AN INTERNSHIP IMPORTANT?

1. Employers increasingly want to see experience in new university graduates that they hire.
2. Internships enable you take your career plan for a test drive. You might discover by interning in your planned career field that it's not what you thought it would be like. Or one niche of your field is a better fit for you than another. For example – you are doing the Marketing major and you complete an internship that involves marketing research and public relations. You discover that you don't like the research but find public relations a perfect fit for you.
3. You'll gain valuable understanding of your major field and be better able to grasp how your coursework is preparing you to enter your chosen career.
4. You'll develop a wide range of skills. An internship can help sharpen interpersonal skills through interacting with people on a professional level. The same goes for the teamwork, communication, leadership, and problem-solving skills that employers look for.
5. You'll gain confidence.
6. You'll build motivation and work habits.
7. You'll build your network and have industry related referees to use in your application. It's not about 'what you know' it is about 'who you know' and more importantly, 'who knows you'!!
8. It looks fantastic on your CV!



THE ENGINE
OF THE NEW
ZEALAND

JUSTIN TUNNAGE

INTERNEED AT PROPERTY BROKERS 2014

Where have you worked since finishing at Massey?

I have had two middle management roles since leaving Massey at the end of 2014. My current role is as Operations Manager for Truck Moves New Zealand. This requires liaising with clients from some of New Zealand's largest dealerships; managing the import and subsequent delivery of heavy vehicles in Auckland and Christchurch; managing the delivery of heavy vehicles nationwide; creating and implementing standard operating procedures for operational outputs; and, developing and implementing IT systems for the processing of vehicles when they enter the country. The latter was developed from a system I used during the internship programme at Property Brokers.

What are the key one or two things you got from doing the internship?

The importance of networking. The workforce is saturated with people who hold degrees. Your degree is not going to secure you that cushy dream job. Getting out and interacting with people, making connections and making others feel valued will help significantly in finding that hard to reach role.

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Business revolves around the \$ not Maslow's hierarchy of needs. By showing that you have an aptitude of understanding and applying strategies that will improve the bottom line for a business, you will become a more sort after commodity. You will not gain this experience in the classroom. The best way of achieving this is by IMMERSING oneself in the internship programme and taking every opportunity provided. As my current boss says: "Say yes to everything as you will have time to plan later!".



DANIEL HEDGES

INTERNEED AT HOTEL COACHMAN 2013

Where have you worked since finishing at Massey?

Upon finishing at Massey University I worked part time at Hotel Coachman as the Sales and Marketing Coordinator then moved on to coordinate all marketing and the creative team behind the Pulse Urban Art festival which was a great learning experience and an opportunity that arose directly from my experiences and networking through the internship. I was then the successful applicant for the role of Marketing Coordinator at InterContinental Wellington for which I designed, implemented and maintained a range of marketing initiatives for the hotel, bar, two restaurants, heath club and spa. This also included being responsible for the creation and management of brand-aligned collateral, advertising, promotions and campaigns across a range of print and online platforms. I have recently been promoted to Marketing and Communications Executive, which will not only encompass my previous role but also allow the opportunity to manage marketing related hotel partnerships and to control the strategic direction of marketing campaigns for InterContinental Wellington. The wonderful opportunities I have had are a direct result of my learnings and experiences during and resulting from the internship programme.

What are the key one or two things you got from doing the internship?

The value of relationship building - building relationships that ensure effective communication is invaluable.
Experience - my experiences not only developed me as a person, but also my candidacy when applying for jobs.
A sense of accomplishment - the experience of using what I learnt through university to have a tangible organisational impact gave me confidence in my own abilities and a portfolio of content to refer to when applying for my next role.

Why should students do the Internship in Business paper?

To me the internship programme is about attaining the experience needed as a young professional to successfully make the transition from studying to full time professional. The internship enables you to gain experience and apply your academic studies to it - an opportunity for accelerated growth, which will give you a competitive advantage prior to graduating and competing against a number of your peers for limited vacancies in your chosen field.



JOANNA BARR

INTERNEED AT TOYOTA NEW ZEALAND 2013

Where have you worked since finishing at Massey?

I gained a full-time position at Toyota New Zealand after interning with them through my final year of university. I started in the warranty claims department and added value using data analysis skills I learnt whilst studying. I was only in the department a year before I was selected to be a Product Planner. The position involves negotiating with TMC Japan to ensure we get the right vehicles in New Zealand. It involves selecting interior and exterior colours, spec items and grades. It is an enjoyable, fast-paced position that never has two days the same.

What are the key one or two things you got from doing the internship?

One of the key things I learnt from the internship is that employers appreciate an eager learner. The more questions you ask, the more notes you take, the more attention you pay the more you will learn and the more value you add to the company.

Another thing I learnt was to get to know the company you are working for. Know the products they sell, find out what the company goals or motto is, and get to know what each departments main motivation is. This will enable you to think big picture when making decisions and really see how it effects the entire business.

Why should students do the Internship in Business paper?

Every Business student should be in the Internship program. The opportunities after finishing your degree triple after doing the internship. Not only do you get your foot in the door of a company you could potentially work for but coming out of the 3 year Bachelor's Degree you already have real world experience which stands out amongst the sea of CV's an employer will read.



ANDREA BREWSTER

INTERNEED AT BLACKSHEEPDESIGN 2012

Where have you worked since finishing at Massey?

In 2013 I moved to Christchurch to take up a job with BECK & CAUL, a marketing and design agency servicing small to medium businesses, tourism and local government clients. My role as Client Services Manager involved account management, business development, managing client websites and social media, working with our design team on branding work and learning lots about the agency world.

In 2015 I took up a once in a lifetime professional challenge, Project Stakeholder Advisor at the Canterbury Earthquake Recovery Authority (CERA), the government agency set up to manage the Crown's contribution to the Christchurch rebuild. My role involved communications and stakeholder management for several of the major projects in the central city blueprint, which was a hugely challenging and complex task in a difficult and intensely political environment.

In early 2016 I got the opportunity to work for the Department of Prime Minister and Cabinet (DPMC). DPMC sits at the centre of New Zealand's political system. It provides impartial advice to the Prime Minister, Governor-General and members of Cabinet on a range of national policy issues, and supports central Government's ongoing role in the regeneration and recovery of greater Christchurch. I am a Communications Advisor and my role involves strategic communications across the organisation, including giving advice to our Chief Executive and senior leadership team, and managing internal communications for our 250 staff across multiple locations.

Outside of work I'm actively involved in the community. I was Vice President of Canterbury Young Professionals for two years, and I'm now the Chair of the Christchurch Trade Aid Trust which owns and operates the local Trade Aid store. This year I was selected for the Committee for Canterbury's Future Canterbury programme for emerging leaders in the region which involves a research project, mentoring and developing cross-sector business leadership skills.

What are the key one or two things you got from doing the internship?

The Internship in Business was definitely the most worthwhile thing I did at Massey because it gave me a foot in the door and some practical experience, which was incredibly valuable in gaining my first graduate jobs. I also learnt about how to interact with clients and how a business works, which is something you can't get from a textbook.

