



UNIVERSITY OF  
AUCKLAND  
Waipapa Taumata Rau  
NEW ZEALAND

140  
YEARS

# Virtual Microinternship 2023

Opportunities to engage with students and universities  
In India, South East Asia, East Asia

14 March 2023

# Recap - what is virtual microinternship?

- 3-week work-integrated learning programme for international students only
- Work with New Zealand based employers on real world problems in a group of 5 students to improve employability skills
- Work for 10-15 hours per week
- Supported by dedicated mentors
- Practea
- Online induction
- Submit report at the end
- Top team to present to employers



# Employers and Projects

| Organisations          |   | # of Teams | Case Study Areas  |
|------------------------|---|------------|---|
| Alpha Group            |  | 2          | Provide insights into the consumers, trends, competitors, and NZ positioning for the beauty and personal care category in China.  |
| Auckland Council       |  | 1          | Explore opportunities and make recommendations to improve the efficiency of the Heritage Building Consent Process.  |
| Auckland Unlimited     |  | 4          | Provide experiential analysis and recommendations for the Auckland Unlimited website.   |
| BDO                    |  | 4          | Explore how adopting Audit – PBE FRS 48 will benefit an organisation.   |
| Beca                   |  | 6          | Analysis of and recommendations for market feasibility of the ImmerSAFE virtual reality learning platform.  |
| KPMG                   |  | 4          | Analysis of NZ's tourism value proposition, and creation of new tourism operating model for a post-COVID NZ.  |
| LANZBC                 |  | 2          | Creation of annual general report template and recommendations for content inclusion.   |
| NxtStep                |  | 3          | Provide experiential analysis and recommendations for the NxtStep website.  |
| SBA                    |  | 3          | Consumer analysis and market research to information business marketing.  |
| Signal                 |  | 8          | Explore different measures of document similarity, including word vector methods, to find an appropriate cut-off for similarity.  |
| Trimax Mowers          |  | 2          | Consumer analysis and recommendations on the appetite for electric mowers by application.   |
| University of Auckland |  | 3          | Understand patterns of social media use among prospective Chinese post-graduate students to inform marketing strategy.  |
| Waka Kotahi            |  | 8          | <ol style="list-style-type: none"> <li>1. Recommendations for a success graduate marketing campaign.</li> <li>2. Investigate Wellington's vulnerability to a natural disaster related to transport.</li> <li>3. Research interventions for car dependency reduction and provide recommendations.</li> </ol> |

# Student Feedback



of respondents felt the programme increased their employability skills



of respondents would recommend the University of Auckland Micro-Internship to a friend



of respondents found that having a team Mentor improved their overall experience

*'The internship has let me to situations which I have not faced before. And all the lectures on the teamwork and management skills were an eye opener. What I thought I knew was never enough for me, and there are many things I can still learn from these type of projects.'*

*ENZ Thai student*



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# Exclusive to non-UoA students

| Date                  | Activity   | Responsibility   |
|-----------------------|--|------------------|
| Wed 14 June           | Submit the list of nominated students to Yoshiko     | ENZ              |
| Mon 19 June           | Welcoming students                                   | Yoshiko@UoA      |
| Mon 19 – Wed 21 June  | Students matching to teams                           | Talent Solutions |
| Thur 22 June          | Offers to students<br>Students registered on Practea | Talent Solutions |
| Wed 28 June           | Students teamed in Practea                           | Talent Solutions |
| Mon 3 – Wed 6 July    | Student Orientation Sessions                         | Talent Solutions |
| Thur 7 – Tue 11 July  | Student/Mentor Icebreaker Sessions                   | Talent Solutions |
| Wed 12 – Fri 14 July  | Kick-off Sessions                                    | Talent Solutions |
| Mon 17 – Sun 23 July  | Week 1 Project                                       | Talent Solutions |
| Mon 24 – Sun 30 July  | Week 2 Project                                       | Talent Solutions |
| Mon 31 – Fri 4 August | Week 3 Project                                       | Talent Solutions |
| Wed 9 – Fri 11 August | Final presentations to employers                     | Talent Solutions |

# Who can apply?

- Currently enrolled in a bachelor programme
- Has equivalent to minimum of Academic IELTS 6.0 overall English language level

## Allocation

India: 200

Vietnam: 50

Thailand: 50

Indonesia: 50

Malaysia: 50

South Korea: 50

Japan: 50



# How you can engage with students

- Open application – ENZ India
- Nomination by local top universities or UoA has linkage with - ENZ Vietnam, Thailand, South Korea





**Joe Cheong**

Micro-Internship with KPMG



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# Any questions?





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# Thank you