Intern Skills & Capabilities

Commerce - 12 weeks

- Able to collect, analyse and organise information for research purposes
- Able to identify problems and develop creative yet practical solutions
- Able to conduct market research activities
- Able to apply marketing and tele-marketing skills
- Able to work in teams
- Able to write business reports and proposals
- Able to handle customer service issues (negotiations, claims handling)
- Able to translate standard documents
- Able to complete general administrative tasks
- Able to plan, implement and control the flow of a product or service in the context of a supply chain

Accountancy – 12 weeks

- Financial Accounting
- Management Accounting
- Auditing
- Tax Accounting
- Corporate Restructuring
- Insolvency
- Budgeting / Planning
- Cost Accounting
- Management Consulting
- Government –financial management
- Stockbroking/funds management
- Financial planning
- Treasury

Economics and Finance - 12 weeks

- Able to distil, scope and critically analyse problems
- Use technical tools and language of the field
- Recognize the uncertainty of business decision-making
- Approach problems with intellectual openness, rigour and curiosity
- Communicate and collaborate effectively
- Research and reflect

Marketing - 12 weeks

- Able to recognise the customer’s perspective
- Able to design, implement and monitor marketing plans and market research projects
- Capable of analysing and interpreting data using industry-standard software tools
- Financially literate
- Able to identify and provide solutions for marketing issues and problems
- Able to work in teams, collaborate with others, and establish and develop cross-functional relationships
- Able to scope, plan and manage projects
- Able to communicate effectively
- Able to recognise and adapt to changing environments
- Research and reflect
**Professional Communication – 12 weeks**

- Apply critical and creative approaches in analysing communication problems and in applying communications solutions to address and meet clients’ needs.
- Able to analyse and utilise self-generated research to develop sound and strategic communication approaches that integrate a variety of media.
- Able to critically and logically analyse and evaluate the effectiveness of communication messages, plans, campaigns using proven communication theories and practices.
- Able to prepare various media tools using a variety of writing styles: press release, media kit, backgrounder, profile, Q&A sheet, creative brief, print media, storyboards, etc.
- Apply practical and professional skills required within the communication industry including cultural and international understanding, time restraints, effective organization, collaboration, respectful discussion, persuasive presentation skills, and systematic problem solving.
- Able to assess and manage social media marketing tools.
- Able to plan, prepare and execute events and projects.

**Information Technology (IT) – 15 weeks**

- Fluent at object-oriented programming using multiple programming languages and tool chains. Skilled at programming web applications, desktop applications, and mobile applications.
- Well-acquainted with computer fundamentals, programming concepts, and databases. Able to self-learn any technology and platform quickly.
- Proficient at developing medium-size web applications using PHP/MySQL and C#.NET. Familiar with Java-based web technologies.
- Competent at developing applications for mobile devices using Java ME and Android.
- Capable of developing system- and embedded applications with C and C++ and using the gcc/make tool chain.
- Familiar with data communications, TCP/IP and the OSI 7-layer model.
- Skilled at working with various Linux systems and the command-line. Familiar with web server administration.
- Familiar with issues in computer security, as well as ICT-related law and ethics.
- Experienced at working in small groups of software developers. Competent at participating in large-scale software development projects.
- Proficient at analysis and design of medium-size applications. Fluent in UML and related tools.
- Competent at applying design patterns. Capable of participating in the design and architecture of large-scale software systems.
• Well-acquainted with software engineering processes and tools (e.g. code versioning, bug tracking, testing frameworks), as well as testing processes and tools.

• Experienced at applying project management methodologies (RUP and Agile) when working in small groups, as well as using related tools. Capable of taking on project management roles.

• Capable of documenting and presenting.

**Design (Multimedia Systems) – 15 weeks**

- Application of design thinking and creative approaches to communication design problems.
- Web design and implementation including information architecture, visual design and front-end programming for dynamic websites. Wordpress template design.
- Graphic design for print and screen-based media.
- Visual identity design.
- Video production and post-production
- Sound recording and post-production
- 3D modeling and animation
- Digital compositing and SFX
- Project management

**Business Information Systems (BIS) -1 year**

- Practical experience of building business solutions using spreadsheet and relational database models.

- Systems Analysis and Design skills using a whole range of methodologies from structured systems approaches to Rational and Agile methodologies which have been applied to the development of complex, multi-user business applications designed in Visual Studio and Java.

- Practical experience of building complex, multi-user transaction processing systems using VB.Net, Visual Studio and Java.

- Network Administrator experience with Linux and Windows Operating Systems acquired in a purpose build lab using virtual technologies.

- Communication skills to understand business need and translate these into effective IT solutions.

- Good foundation knowledge of business concepts from accounting and marketing to law and economics.