

INTERNSHIP DEMAND OF STUDENTS

Researched by CI Research

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PROJECT INTRODUCTION

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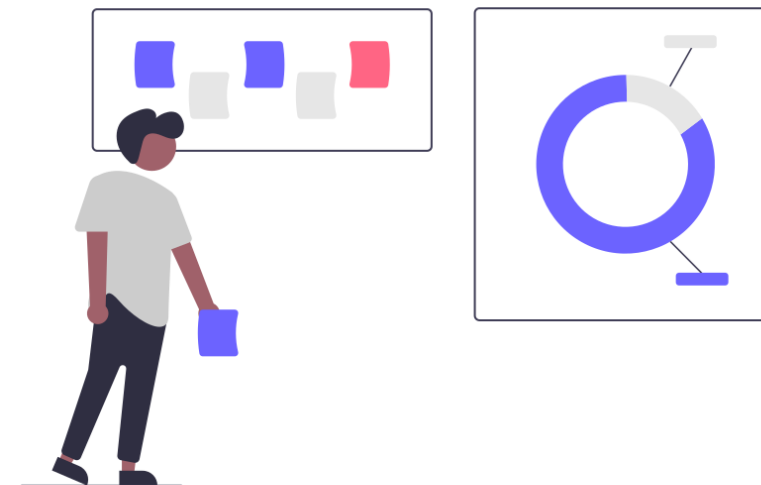
Project Overview

- This survey project was conducted to gather information about the demands and expectations of students when joining an internship, including their expectations, skills they want to learn, the ideal duration of the internship, and the important factors in choosing an internship site.
- Through this survey, we aim to better understand the aspirations of students, thereby helping employers have a more comprehensive view of current trends, to build recruitment programs that are more relevant and attractive to the actual needs of students.



Objectives and Research Methods

- **Research objectives:**
 - Find out the needs of students when going to internships.
 - Assess students' current skills.
- **Survey Period:** 14/10/2024 – 25/10/2024.
- **Survey form:** Quantitative survey in the form of Mobile Panel.
- **Sample size:** 408 samples
- **Participants:**
 - **Gender:** Male, Female
 - **Age:** 18-22.
 - **Job:** First -> Final year students
 - **Region:** Vietnam
 - Have a demand for an internship or intend to do an internship in the future.



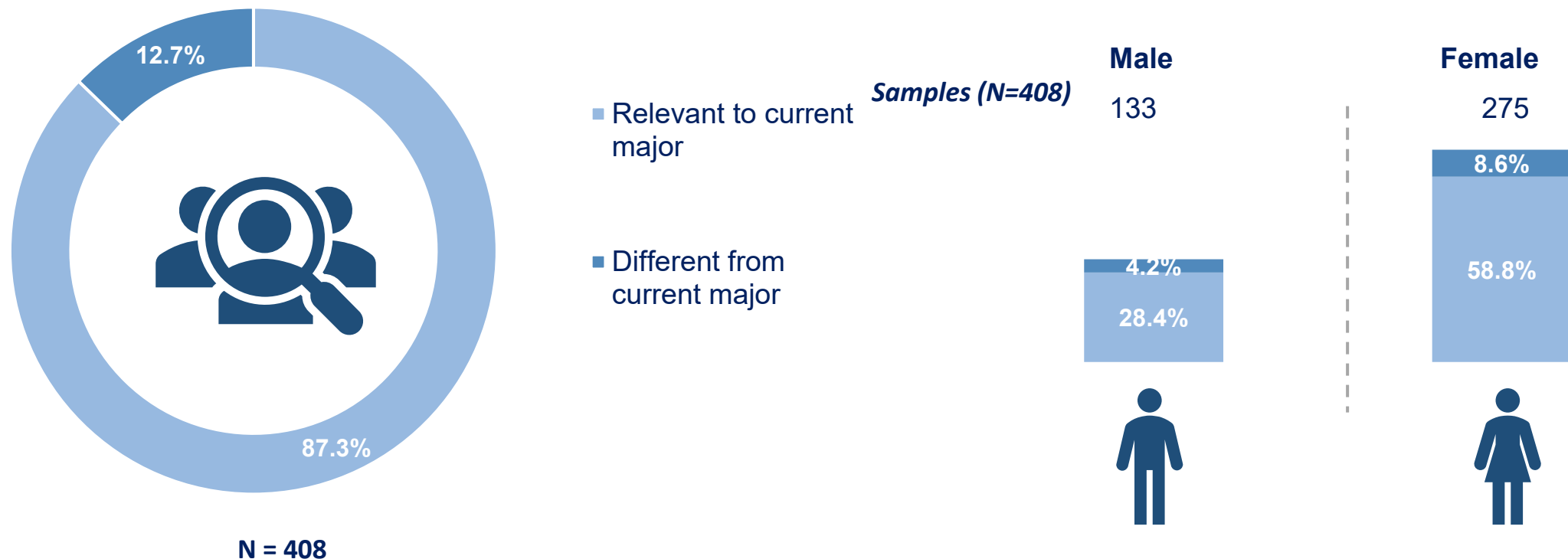
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RESEARCH RESULTS

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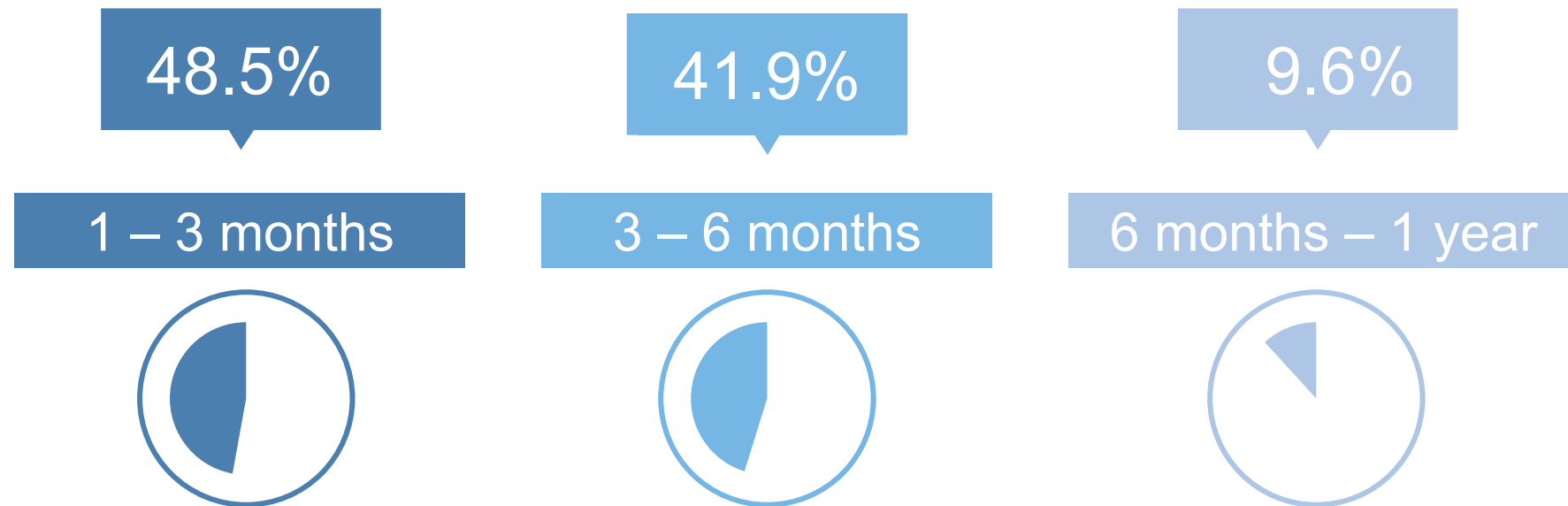
SELECTION OF A DIRECTION FOR A FUTURE CAREER

87% students choose internships in accordance with their current major, in which the percentage of female students in the correct major is higher than that of men. This shows that the majority of students desire to gain real-world experience directly related to their field of study.



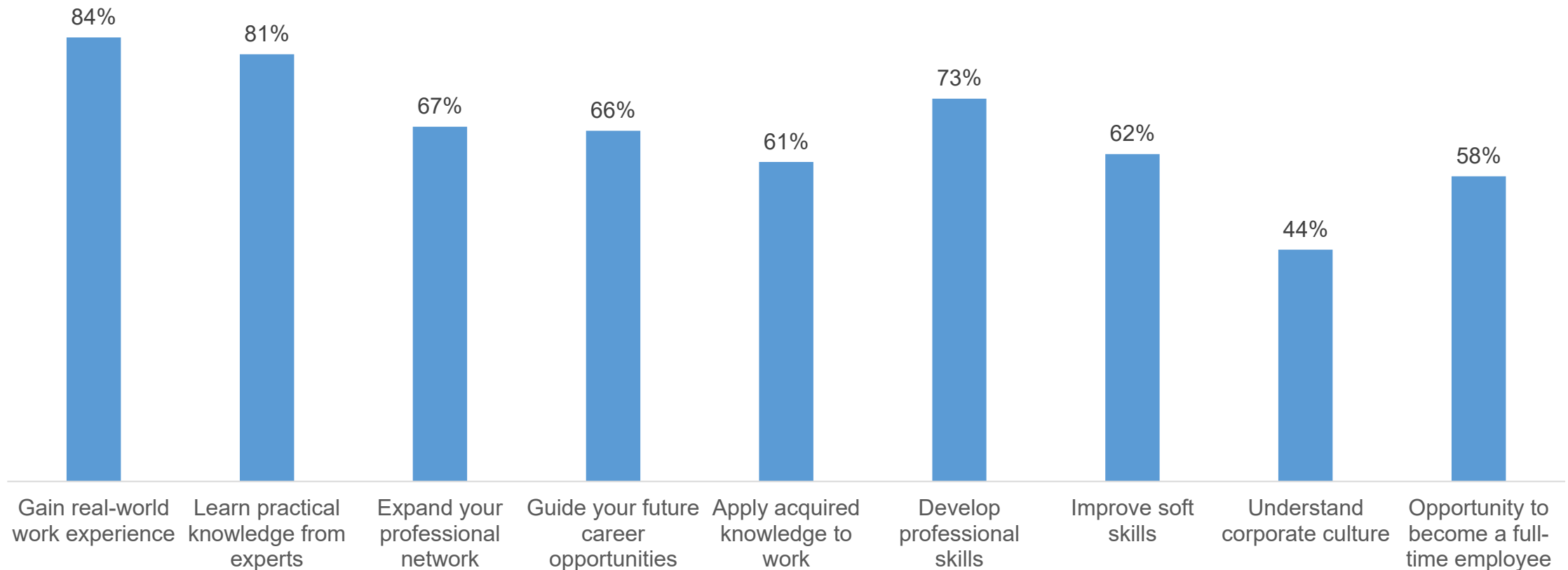
SUITABLE INTERNSHIP DURATION

Students tend to choose short-term internship programs (1-3 months) with 49% and medium-term internships (3-6 months) with 42%, which are suitable for their needs and school schedule.



GOALS TO BE ACHIEVED DURING THE INTERNSHIP AT A COMPANY

A recent study has shed light on what students prioritize most when undertaking internships. The results reveal that the primary objective for the majority of students is to gain real-world work experience, with a significant **84%** selecting this as a top priority. Following closely behind, learning from experienced professionals is another crucial goal, with **81%** of students expressing its importance.



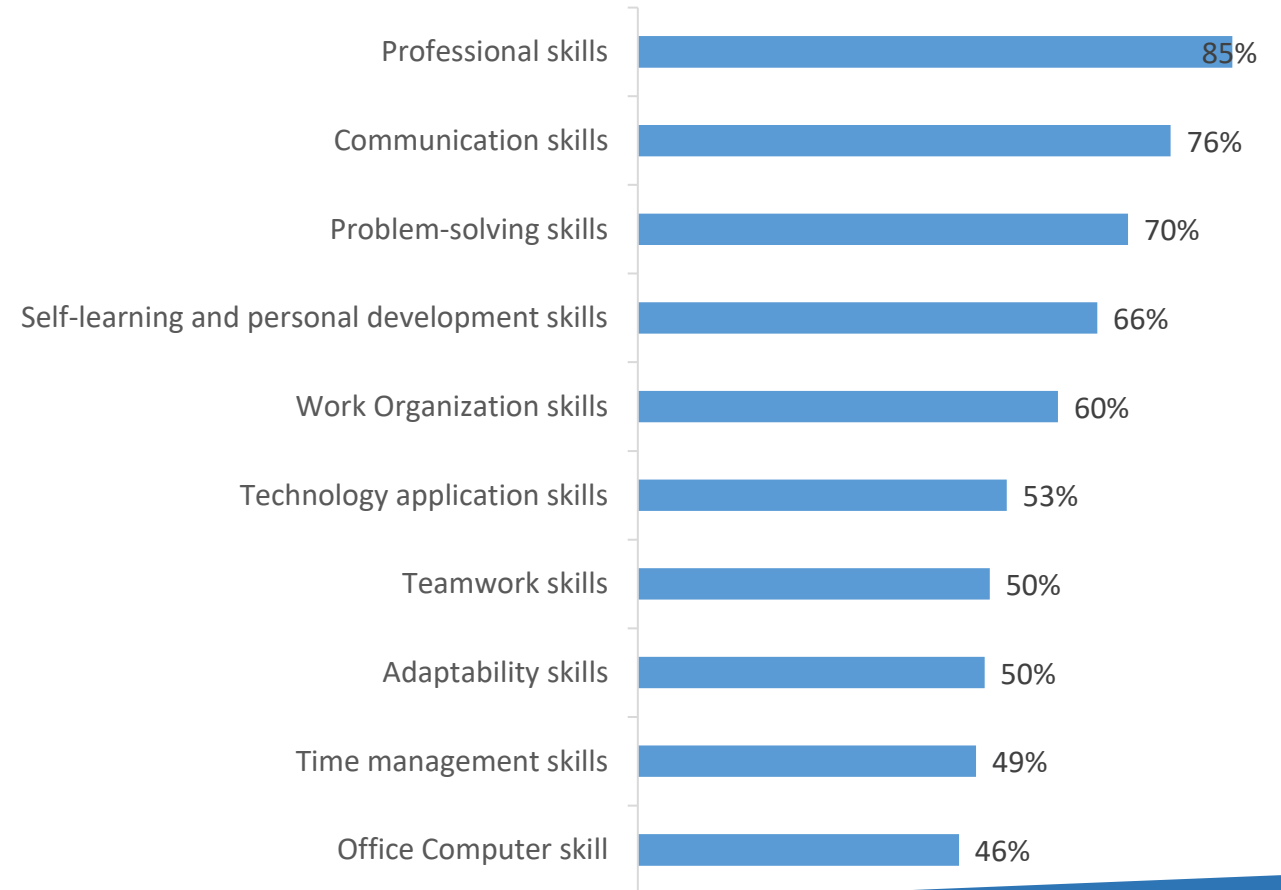
N=408

SKILLS STUDENTS WANT TO ACQUIRE

Students want to gain quite a lot of skills during the internship at companies. In which, three skills that students are more interested in are professional skills at work (85%), communication skills (76%) and situational skills (70%).

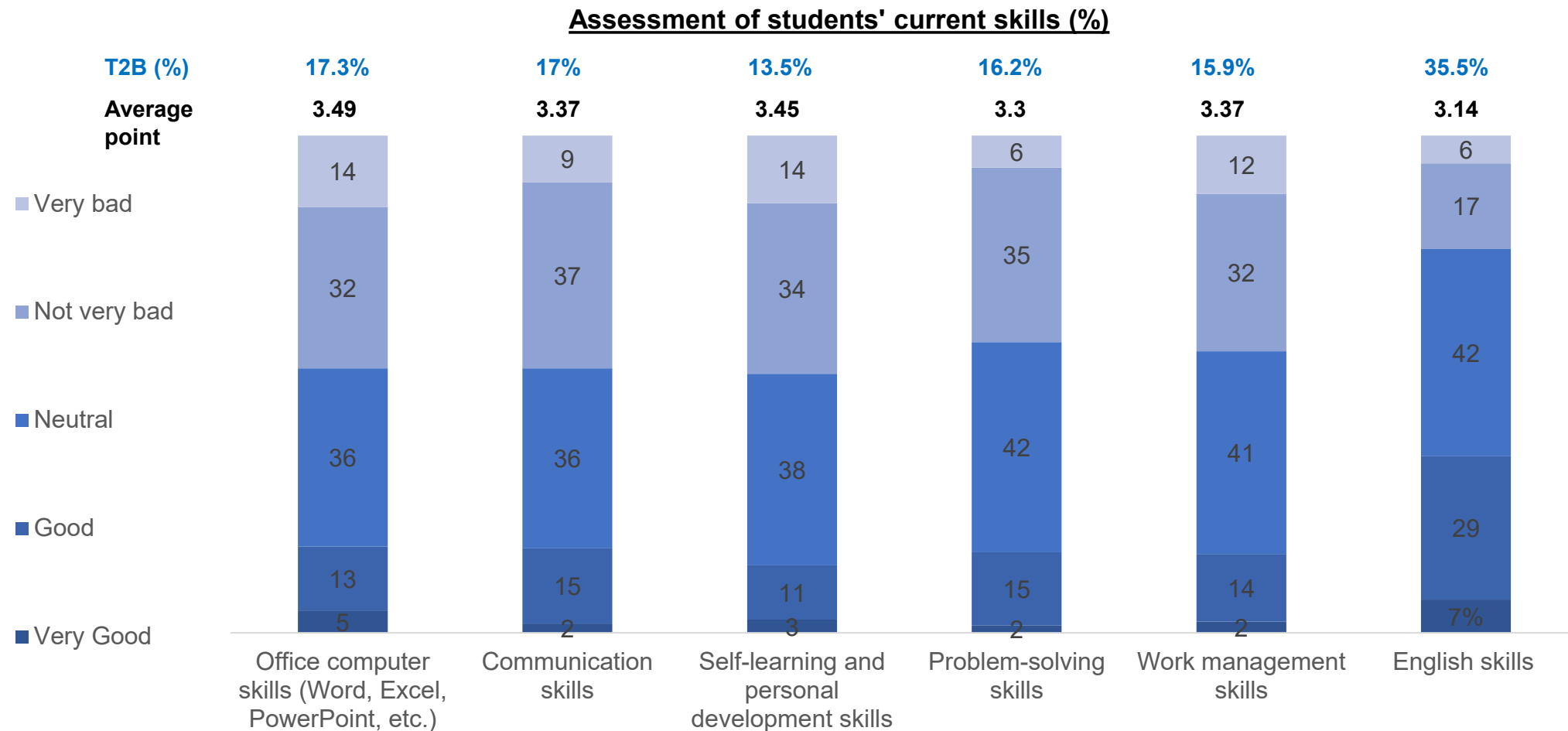


Samples (N=408)



ASSESSMENT OF CURRENT SKILLS

The two skills that the majority of students prioritize to equip before entering the labor market are Office Informatics and English, with rates of 17.3% and 35.5%, respectively.



T2B: % Good + % Very Good

N = 408

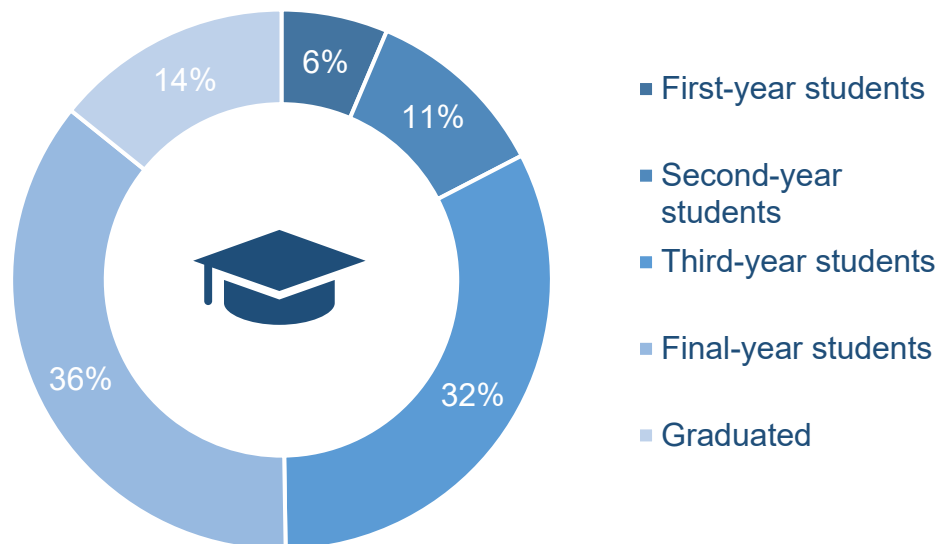
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RESPONDENT INFORMATION

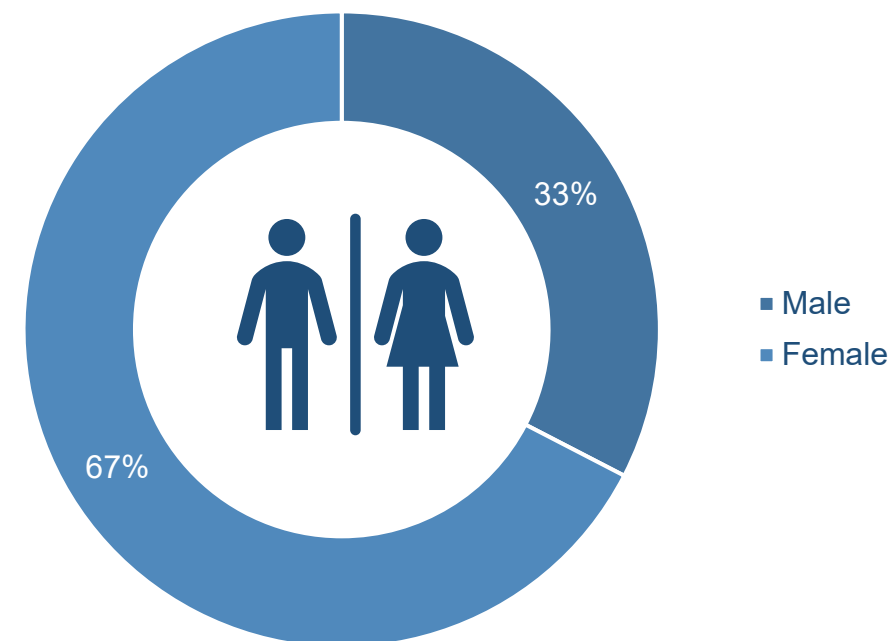
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RESPONDENT INFORMATION (N=408)

Student



Gender

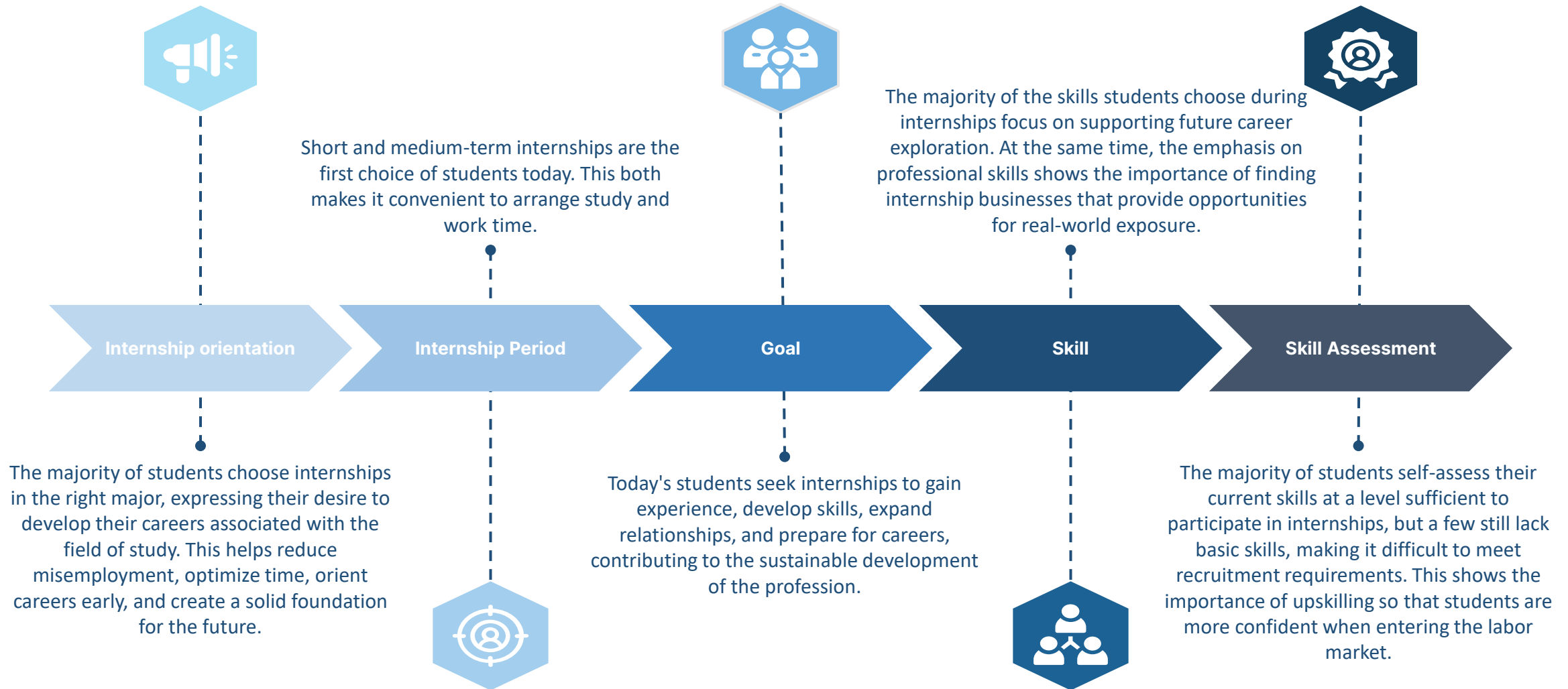


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SUMMARY OF RESEARCH RESULTS

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THANK YOU

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