SHOWCASE

Meeting expectations: Get ready for new trends

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RMIT Vietnam is a branch campus of RMIT University (Melbourne, Australia), in which the Internship Program constitutes the major WIL activity of the curricula. Offered three times a year, the program is run by the Career Development and Employment unit (CD&E), whereas Academic Programs are responsible for assessing students’ performance. CD&E have established a system to handle the administrative tasks and developed supporting activities to successfully connect 3800 students with 1300 organisations for internship placement over the past 10 years. The goal is to provide students with meaningful internship experiences and smooth transition into official employment.

However, in programs where an internship is not compulsory, the number of students choosing to do an internship over other elective courses has dropped remarkably from 51% in 2011 to 29% in 2013. Some other data collected from recent cycles also suggests that there seems to be some changes in demand.

This presentation focuses on whether or not our service still meets the expectations of stakeholders, especially our students. We will explore some possible reasons behind the changes and potential implications, as well as suggest how CD&E can address the issues and adapt to the new trends.

Keywords: Internship, employment, expectation, trend, adaptation