

CASE STUDY

KnowledgeEast Graduate Internship Scheme

University Of East London, Employability & Enterprise Team



Esther Nishogoza
BA (Hons) Business Administration with Finance

About me

My name is Esther Nishogoza and I graduated from London South Bank University in BA (Hons) Business Administration with Finance in 2009. I chose this degree as I wanted to gain the skills and understanding of what I would need to open up a business.

My KnowledgeEast Internship Experience

The KnowledgeEast Graduate Programme is a great scheme as it connects graduates with the professional environment. This opportunity gave me the chance to use my transferable skills that I gained during past employment and education. Most importantly, I was able to build on my confidence within the professional sector.

I worked as a Marketing Executive for a media company in which I had to help create promotional materials for their services. This stretched my creativity as well as self discipline as this task was challenging. I enjoyed this because it had many facets that included first of all knowing about the company, its values and services offered; researching the competition and tailoring my message to bring in potential clients. My organization skills significantly

improved as I helped set up the company's administrative systems in place by making sure that all documentation was properly managed. I also looked after 8 other interns by making sure that they were properly inducted into the company.

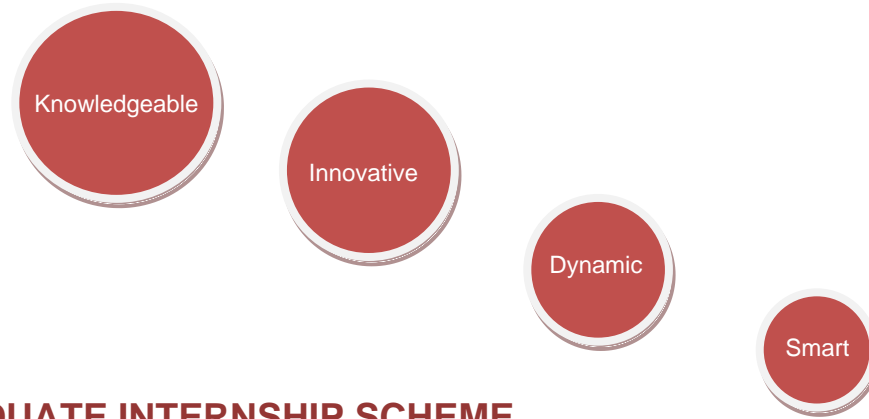
I feel that by taking part in the KnowledgeEast Graduate Programme I had the opportunity of dealing with new clients and this gave me more self confidence. Also it felt good to help out new interns and as a result made new friends and possible business contacts. I would recommend this programme to other graduates because the programme is great in giving you a great opportunity to gain more than much needed experience.

My future

It is my intention to fully pursue a career in business with my new found self confidence due to taking part in the internship scheme.

"The KnowledgeEast Graduate Programme is a great scheme as it connects graduates with the professional environment"

Placing smart, dynamic graduates into forward thinking businesses...



Knowledge
East

ABOUT KNOWLEDGEEAST GRADUATE INTERNSHIP SCHEME

In December 2009, a UEL-led collaborative bid on behalf of the KnowledgeEast HEI partnership was awarded funding to provide internship opportunities for unemployed graduates. Over the next 9 months, 500 paid internship opportunities will be created for recent graduates in local SMEs or larger businesses. This will be a valuable first step into the workplace for graduates who are entering the workplace in a challenging economic climate.

Recent graduates from the partner HEIs will be contacted about the project and invited to apply through a competitive process. The graduates showing most potential will be invited to attend a one day Preparation for Employment Event, followed by a one day Assessment Centre. The purpose of the two events is to ensure that the graduates are 'employer-ready' and that they are assigned to an internship where they have a high chance of success. The project will be very employer-focused to increase the possibility of the internship being converted into a full time post.

Through the KnowledgeEast partnership, the project will draw on the expertise of a range of colleagues in both the Careers/Employability and Enterprise teams of the partner HEIs. This project will complement and build on existing activity, including the work of the Knowledge East Enterprise Network (KEEN), our existing collaborative ECIF programme and the TGLP Internship Pilot delivered in 2008/9.

Femi Bola, UEL's Director of Employability said "The KnowledgeEast Graduate Internship Scheme presents a great opportunity for UEL to lead a scheme to help tackle one of the pressing issues of the moment, graduate unemployment, whilst continuing to build our understanding and expertise in the area of graduate level employability skills."