



International team internship program

Togliatti Academy of Management
(Togliatti, Russia)

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2017 Program coordinators:

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International team internship program Winter 2017

During January 18th –March 2nd 2017 International team internship program (ITIP) was organized for Alliance University (Bangalore, India) and Togliatti Academy of Management (Togliatti, Russia) students at TAOM.

The idea is to provide both Russian and international students with the skills necessary for the efficient functioning in cross-functional international teams and operate according to world standards, the skills that are of key importance to be successful in modern global corporations.

Three students studying Marketing, Economics and Management participated in this program. The trainees gained the experience of solving real practical tasks in marketing sphere.

Developing marketing strategy for international team internship program

One MBA student from Alliance University and two Bachelor students from Togliatti Academy of Management (TAOM) made one international team and worked in TAOM.

The program was started with the welcome speech of TAOM Vice-rector for international cooperation Dr. Maria Frolova, she introduced TAOM principles, the advantages of work in cross-functional team and joint project development.



Pic. 1. Opening meeting at Togliatti Academy of Management

The task was divided into two stages:

The 1st stage included the analysis of educational market in the countries chosen for future cooperation: India, China, Slovenia and France; price formation and developing two package offers for clients. At the end of this stage there was a meeting with TAOM Rector Nikolay Andreychenko and TAOM President Dr. Igor Bogdanov - internship mentors, students got feedback and recommendations for continuing the work on the project. The first result was: the concept of marketing strategy.

The 2nd stage was devoted to improving the project concept, developing promotion strategy and materials.



Pic. 2. Internship certificates

At the end of internship there was a final report to TAOM President Dr. Igor Bogdanov, where students presented work results – the final variant of the marketing strategy of International Team Internship Program.

Trips and visits

During the program a number of special visits and events were organized. Outside of the workplace, the guys were able to explore Russia and the Russian culture through various trips organized by Academy students, including city tours to Togliatti, Samara, Kazan. Winter time was a great opportunity to try different kinds of winter sports.



Pic. 3. Winter sports activities