

THE DIGITAL CHALLENGES

Internship with **Value Transformation Service SpA - sede IBM Segrate (MI)**

(A.A. 2017-2018)

1. What the Internship entails
2. Application requirements
3. Application presentation
4. Internship allocation

DEADLINE: to take part in the internship selection process organised by Value Transformation Service SpA one must register on the eastwest.eu/it/eastwest-forum-2017 platform by 11.July 2017 and attend the Forum.

1. Internship characteristics

Value Transformation Services SpA (joint venture UniCredit/IBM) offers students with European citizenship enrolled in any European university in the departments of Economics, Computer Studies and Communication Science, a curricular internship lasting 150 hours (4 weeks) that will take place between October 2017 and the end of the 2017/2018 academic year.

The internship position will involve working within the marketing department and directly under the Head of Marketing and Communications, with tasks that on the hand involve digital communication activities and the other, the drafting of internal reports on Marketing essentials within the company, addressing issues concerning 6 different countries.

The workplace will be in the IBM offices in Segrate (MI).

Note: curricular internships do not give rise to any form of indemnity, retribution or expenses besides meal tickets which will be provided by the company at the Milano Segrate HQ.

2. Internship participation requirements

- Average exam scores of 26/30 (or equivalent score in other university systems) for all university exams sat;
- Full understanding of the Microsoft Office package and digital communication & web marketing skills are primary requirements.
- An excellent written and spoken knowledge of the Italian language at mother tongue level and a good fluency in the English language (knowledge of German will also be an added bonus for the job).
- Computer skills including the management of databases, social media and web site programming are highly appreciated.
- Being registered to attend the Eastwest Forum 2017

3. Application presentation

Required documents

Taking your cue from the discussions that take place during the Eastwest Forum 2017, the student must prepare a specific question related to each of the 3 panels:

1 – Internet access as a human right

2 – Algorithms and democracy

3 – New business and work models

The questions must be handed in in written form on the same day – 12 July 2017 – along with:

- a copy of the student's exam reports with the marks obtained;
- personal details including phone number and e-mail;
- presentation/motivation letter, in which the candidate must explain the reasons that have induced him/her to apply for the internship;

4. Internship allocation

The Scientific Committee of the Eastwest magazine chaired by editor-in-chief Giuseppe Scognamiglio, will assess the questions and select the winner taking into consideration the student's university curriculum.

The assessment criteria will be based on the originality and level of insight revealed by questions, and on the demonstrable level of attention paid to the panel discussions.

The result will be communicated directly to the winner and published on Eastwest.eu website by 30 September 2017 (date to be confirmed).