



**A SMART INTERNSHIP MANAGEMENT PLATFORM:
BRIDGING THE GAP BETWEEN ACADEMICS AND
INDUSTRY**

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain
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ABSTRACT

Internships are a crucial link between academic knowledge and practical experience, significantly contributing to student employability, skill development, and professional growth. This study focuses on identifying and analyzing operational challenges faced by the Internship and Career Center (ICC) at President University, which plays a central role in bridging students with industry partners.

The research aims to evaluate the effectiveness of ICC's current systems and provide recommendations for improvement. A qualitative approach was employed, utilizing and observation of existing ICC processes. Key findings reveal several critical issues: the reliance on Linktree as a registration platform with limited features, inefficient resume processing due to understaffing, mismatches between student qualifications and company expectations, poor communication with partner companies, and the absence of structured student preparation programs. The study concludes that a systemic transformation is necessary through the adoption of a more integrated digital platform, strengthened collaboration with industry partners, and the implementation of comprehensive pre-internship training to enhance the ICC's overall performance and better support student career readiness.

KEYWORDS

Internship Management System, Education Career Services, Internship Preparation Program, Student Employability, Industry-Academia Collaboration.

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