# BHUTAN SPORTS VENTURES LIMITED

## INTERNSHIP PROGRAMME 2026

*Programme Framework, Guidelines and Implementation Plan*

**Programme Duration**
2 Months | 3 Months | 6 Months

**Programme Coordination**
Office of the Associate Director, Commercial Operations and Media & Marketing

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## INTRODUCTION

Bhutan Sports Ventures Limited (BSV), the commercial arm of the Bhutan Olympic Committee, recognizes the importance of nurturing young talent and creating meaningful opportunities for students to gain practical experience in a professional working environment.

As an organization working towards the commercial development and growth of sports in Bhutan, BSV operates across various areas, including business development, marketing, media and communications, event management, research, finance, digital development and strategic partnerships.

The BSV Internship Programme is designed to provide final-year college students from diverse academic backgrounds with an opportunity to experience the professional working environment, apply their academic knowledge and develop practical skills through direct involvement in the organization's activities.

The programme will go beyond conventional internship arrangements by providing structured orientation, departmental placements, practical assignments, mentorship, performance monitoring and opportunities to contribute to actual organizational projects.

BSV aims to ensure that every participating student gain meaningful professional exposure, develops confidence and acquires skills that will support their future careers.

## VISION

To develop capable, confident and professionally prepared young individuals by providing meaningful learning experiences, practical workplace exposure and opportunities to contribute to the growth of sports and business in Bhutan.

## OBJECTIVES

The BSV Internship Programme aims to:

- Provide final-year college students with practical workplace experience relevant to their academic backgrounds and career interests.
- Bridge the gap between academic learning and professional practice.
- Develop essential workplace skills, including communication, teamwork, leadership, time management and problem-solving.
- Introduce students to the operations and commercial activities of a professional sports organization.
- Encourage creativity, innovation, independent thinking and initiative.
- Provide opportunities to participate in actual projects, events and organizational activities.
- Help students identify their professional strengths, interests and areas for improvement.
- Develop a pool of young talent with an understanding of sports business, management and the wider sports industry.
- Establish stronger connections between BSV, educational institutions and young professionals.

## PROGRAMME STRUCTURE

The internship programme will be offered in three different durations:

- Two-month internship.
- Three-month internship.
- Six-month internship.

All participating students will undergo a common two-day orientation and induction programme before being assigned to their respective departments.

The programme will be implemented through the following stages:

1. Orientation and organizational familiarization.
2. Student assessment and departmental placement.
3. Practical assignments and departmental engagement.
4. Mentorship, supervision and performance monitoring.
5. Final evaluation, presentation and certification.

The programme will be designed to ensure that students receive appropriate responsibilities and learning opportunities based on their internship duration, academic background and individual capabilities.

## TWO-DAY ORIENTATION AND INDUCTION PROGRAMME

The first two days of the internship will be dedicated to introducing students to BSV, its organizational vision, mandate, working culture and expectations. The orientation will also focus on building relationships among the interns and preparing them mentally and professionally for the internship experience.

### DAY ONE: UNDERSTANDING BSV AND BUILDING CONNECTIONS

**Objective:** To familiarize students with BSV and establish a sense of belonging, teamwork and shared purpose.

Proposed sessions:

- Welcome address and introduction to the internship programme.
- Introduction to BSV's establishment, background, mandate, vision and objectives.
- Understanding BSV's role as the commercial arm of the Bhutan Olympic Committee.
- Introduction to the organizational structure and functional departments.
- Overview of BSV's ongoing activities, projects and future aspirations.
- Understanding the role of sports business and commercial development in Bhutan.
- Interactive team-building and bonding activities.
- Group discussions on individual expectations and aspirations.

### DAY TWO: PROFESSIONAL MINDSET AND WORKPLACE READINESS

**Objective:** To prepare students for professional responsibilities and encourage a positive, accountable and solution-oriented mindset.

Proposed sessions:

- Understanding professional conduct and workplace expectations.
- Communication, teamwork and interpersonal skills.
- Time management, accountability and responsibility.
- Problem-solving and decision-making exercises.
- Interactive mindset games and team challenges.
- Individual interest, skills and career aspiration assessment.
- Group activities involving creativity and practical thinking.
- Introduction to departmental placements and the next stages of the programme.

**Interactive Mindset and Team-Building Activities**
To make the orientation engaging and practical, BSV will introduce activities that encourage students to think independently, collaborate and respond to challenges.

Suggested activities include:

- **The Impossible Challenge:** Students work in groups to solve a business or event-related problem with limited resources.
- **Think Like a Leader:** Students are presented with practical situations requiring decision-making, accountability and leadership.
- **The 60-Second Pitch:** Students present an idea or solution within one minute to develop confidence and communication skills.
- **Build Something Together:** Teams develop an idea for a new sports-related initiative or commercial opportunity in Bhutan.
- **Team Without a Leader:** A collaborative challenge designed to observe teamwork, initiative, communication and shared responsibility.
- These activities will help students understand that professional success requires more than academic knowledge. It also requires discipline, initiative, adaptability and the ability to work with others.

## DEPARTMENTAL PLACEMENT AND FUNCTIONAL AREAS

Following the orientation programme, students will be assigned to different functional areas based on their academic qualifications, interests, individual strengths, skills and the operational requirements of BSV. The proposed functional areas are as follows:

### OFFICE OF THE CEO – EXECUTIVE AND STRATEGIC SUPPORT

This area will provide exposure to organizational management, strategic planning, business operations and executive-level coordination.

**Possible responsibilities:**

- Conduct business and strategic research.
- Assist in preparing reports, presentations and briefing documents.
- Support project coordination and organisational planning.
- Research potential business opportunities and partnerships.
- Assist in preparing proposals and strategic documents.
- Support meeting coordination and follow-up on action points.
- Undertake research on relevant industries and emerging opportunities.

**Suitable academic backgrounds:** Business Administration, Management, Economics, Public Administration, International Relations and related disciplines.

### MEDIA, BRAND AND COMMUNICATIONS

This area will focus on strengthening BSV's public communication, brand visibility, digital presence and content development.

**Possible responsibilities:**

- Social media management and content planning.
- Content writing, storytelling and copywriting.
- Photography and videography.
- Video editing and graphic design.
- Website content management and updates.
- Digital marketing and communication campaigns.
- Media monitoring and reporting.

- Development of promotional materials.
- Support in brand development and communication strategies.

**Suitable academic backgrounds:** Journalism, Mass Communication, Media Studies, Digital Marketing, Graphic Design, Multimedia and related disciplines.

## EVENTS AND PROGRAMME MANAGEMENT

This area will provide practical exposure to the planning, coordination and execution of sporting events, corporate activities and special programmes.

**Possible responsibilities:**

- Assist in event planning and coordination.
- Prepare event schedules and operational checklists.
- Support venue and logistics coordination.
- Assist with stakeholder, participant and volunteer management.
- Support event registration and documentation.
- Participate in on-ground event operations.
- Assist in event reporting and post-event evaluation.
- Support the development of new event concepts and programmes.

**Suitable academic backgrounds:** Event Management, Tourism, Hospitality, Sports Management, Business Administration and related disciplines.

## BUSINESS DEVELOPMENT, MARKETING AND PARTNERSHIPS

This area will focus on commercial opportunities, sponsorship development, marketing strategies and stakeholder engagement.

**Possible responsibilities:**

- Identify potential sponsors and commercial partners.
- Conduct market research and business opportunity assessments.
- Prepare sponsorship proposals and presentations.
- Research companies, institutions and potential partners.
- Support partnership development and stakeholder engagement.
- Assist in sponsorship activation and partner servicing.
- Research marketing opportunities and commercial trends.
- Support the development of new business initiatives.

**Suitable academic backgrounds:** Marketing, Business Administration, Sales, Entrepreneurship, Economics, International Relations and related disciplines.

## FINANCE AND ADMINISTRATION

This area will provide exposure to financial management, budgeting, administrative coordination and organisational record-keeping.

**Possible responsibilities:**

- Assist in budget preparation and monitoring.
- Organise financial documents and records.
- Support invoice and expense documentation.
- Assist in event budget tracking.
- Maintain administrative records.
- Support basic financial reporting.
- Assist with procurement documentation and administrative coordination.

**Suitable academic backgrounds:** Accounting, Finance, Economics, Business Administration and related disciplines.

All financial activities will be undertaken under the supervision and approval of authorised BSV personnel.

## RESEARCH, STRATEGY AND SPORTS DEVELOPMENT

This area will focus on research, information gathering, analysis and identifying opportunities for the development of sports and related industries.

**Possible responsibilities:**

- Conduct research on sports industry trends and developments.
- Research international sports business models.
- Explore sports tourism and event opportunities.
- Collect and analyse relevant data.
- Prepare research papers, reports and briefing notes.
- Research grassroots sports and youth engagement initiatives.
- Study emerging opportunities in sports technology and innovation.
- Support strategic planning through research and analysis.

**Suitable academic backgrounds:** Economics, Research, Development Studies, Sports Science, Statistics, Data Analytics, Public Policy and related disciplines.

## DIGITAL, TECHNOLOGY AND WEBSITE DEVELOPMENT

This area will support BSV's digital presence, technology-related activities and development of digital solutions.

**Possible responsibilities:**

- Website development, maintenance and updating.
- Digital platform management.
- Data management and reporting tools.
- Research on digital solutions for organisational operations.
- Support digital marketing activities.
- Explore applications of AI and technology in sports.
- Develop proposals for improving BSV's digital operations.

**Suitable academic backgrounds:** Information Technology, Computer Science, Software Engineering, Information Systems, Data Science and related disciplines.

## MERCHANDISE, LICENSING AND COMMERCIAL OPERATIONS

This area will focus on product development, merchandise opportunities, retail activities and commercial operations.

**Possible responsibilities:**

- Research merchandise and product development opportunities.
- Assist in product concepts and design development.
- Conduct market and customer research.
- Support inventory and sales documentation.
- Research licensing and retail opportunities.
- Assist with promotional merchandise campaigns.
- Support commercial operations and related initiatives.

**Suitable academic backgrounds:** Business, Marketing, Fashion Design, Entrepreneurship, Retail Management and related disciplines.

## DEPARTMENTAL PLACEMENT CONSIDERATIONS

Departmental placement will not be determined solely by a student's academic qualification.
BSV will also consider:

- Personal interests and career aspirations.
- Existing skills and practical abilities.
- Performance during the orientation activities.
- The student's willingness to learn new areas.
- Departmental requirements and available supervision capacity.

Where appropriate, interns may be given opportunities to support other departments to encourage cross-functional learning and broader professional exposure.

## MENTORSHIP, SUPERVISION AND REPORTING

To ensure that students receive proper guidance, each intern will be assigned a departmental supervisor or focal person.
The supervision structure will be as follows:

**Programme Lead**
The Programme Lead will oversee the overall implementation and coordination of the internship programme.

Responsibilities include:
- Coordinating orientation and induction.
- Managing student placements.
- Coordinating with departmental supervisors.
- Monitoring overall programme progress.
- Reviewing performance assessments.
- Addressing concerns and challenges.
- Coordinating final evaluations and certification.

**Departmental Supervisor**
The departmental supervisor will be responsible for the intern's day-to-day guidance and professional development.

Responsibilities include:
- Assigning relevant tasks and responsibilities.
- Providing guidance and practical learning opportunities.
- Monitoring attendance and engagement.
- Reviewing assigned work and deliverables.
- Providing regular feedback.
- Conducting performance assessments.
- Preparing the final departmental evaluation.

**Interns**
Interns will be expected to:
- Follow the assigned work plan.
- Complete tasks within agreed timelines.
- Maintain regular communication with supervisors.
- Participate actively in departmental activities.
- Demonstrate initiative and willingness to learn.
- Maintain professional conduct and accountability.
- Submit progress reports as required.

**Weekly Progress and Review**
A weekly progress review will be conducted to monitor each student's activities and development.
Interns will be encouraged to report:

- Key activities completed during the week.
- Skills and knowledge acquired.
- Challenges encountered.
- Support required.
- Priorities and tasks for the following week.

## PERFORMANCE ASSESSMENT AND EVALUATION FRAMEWORK

BSV will implement a structured performance evaluation system to assess the overall development, engagement and contribution of each intern. The evaluation will consider not only the completion of assigned tasks but also the student's attitude, commitment, initiative, teamwork and professional improvement.

**Assessment Criteria**

| Assessment area | Weight |
|---|---|
| **Quality of work and task completion** | 25% |
| **Commitment, attendance and punctuality** | 15% |
| **Engagement and participation** | 15% |
| **Initiative and problem-solving** | 15% |
| **Teamwork and communication** | 10% |
| **Learning, adaptability and improvement** | 10% |
| **Contributions and project outcomes** | 10% |
| **Total** | **100%** |

**Evaluation Stages**

- **Initial Review**: Conducted during the first two weeks to assess the student's adjustment, understanding of responsibilities and initial engagement.
- **Mid-Term Review**: Conducted halfway through the internship to evaluate progress, identify areas for improvement and provide constructive feedback.
- **Final Evaluation**: Conducted at the conclusion of the internship to assess overall performance, learning outcomes, contributions and completion of assigned responsibilities.

  For two-month interns, the initial and final assessments will be prioritized, with a progress review during the placement.

**Performance Grading**

| Score | Performance level |
|---|---|
| **90–100** | Outstanding |
| **80–89** | Excellent |
| **70–79** | Good |
| **60–69** | Satisfactory |
| **Below 60** | Needs Improvement |

The final evaluation will be conducted by the departmental supervisor in consultation with the Programme Lead.

Interns will also be encouraged to complete a self-assessment to reflect on their learning experience, achievements and areas requiring further development.

## STUDENT ENGAGEMENT AND PROFESSIONAL DEVELOPMENT

BSV believes that an effective internship should provide learning opportunities beyond routine departmental assignments. Accordingly, interns will be encouraged to participate in relevant organizational activities and professional development opportunities.

These may include:

- Exposure to BSV's ongoing projects and initiatives.
- Participation in internal meetings where appropriate.
- Interaction with professionals, partners and stakeholders.
- Group discussions and knowledge-sharing sessions.
- Participation in event operations and organizational activities.
- Practical problem-solving exercises.
- Opportunities to present ideas and recommendations.
- Exposure to different functional areas of the organization.

BSV will encourage students to take ownership of their learning, ask questions, share ideas and actively contribute to the workplace.

## EXPECTED CONTRIBUTIONS AND DELIVERABLES

Every intern will be expected to make a meaningful contribution to their assigned department.
The nature and scale of the deliverables will depend on the student's academic background, internship duration and assigned responsibilities.

Examples include:

| Functional area | Possible deliverables |
|---|---|
| **Office of the CEO** | Research briefs, reports, presentations and business opportunity assessments |
| **Media and Communications** | Social media content, videos, campaign plans and media reports |
| **Events and Programmes** | Event plans, operational checklists and post-event reports |
| **Business Development** | Sponsorship prospect lists, partnership research and proposals |
| **Finance and Administration** | Budget sheets, expense documentation and financial summaries |
| **Research and Sports Development** | Research papers, data analysis and industry reports |
| **Digital and Technology** | Website improvements, digital solutions and technology proposals |

| | |
|---|---|
| **Merchandise and Commercial Operations** | Product concepts, market research and sales reports |

Interns undertaking longer placements may be assigned a specific project or initiative that they will be expected to develop and present upon completion.

## FINAL PRESENTATION AND INTERNSHIP REPORT

At the conclusion of the internship, each student will be required to submit a final internship report and participate in a presentation.

The final report and presentation should cover:

1. Introduction to the assigned department.
2. Key responsibilities undertaken.
3. Major assignments and projects completed.
4. Skills and knowledge acquired.
5. Challenges encountered and solutions developed.
6. Contributions made to BSV.
7. Personal learning and professional development.
8. Recommendations for improvement.

The final presentation will provide students with an opportunity to demonstrate their learning and communicate the value of their contributions. For six-month interns, the presentation should also include the outcomes of their assigned project or workstream.

## CODE OF CONDUCT AND PROFESSIONAL EXPECTATIONS

All interns are expected to maintain professional standards throughout their placement.

The following expectations will apply:

- Maintain punctuality and regular attendance.
- Demonstrate respect towards colleagues, supervisors and stakeholders.
- Complete assigned responsibilities with commitment and accountability.
- Maintain confidentiality of internal documents, business information and organizational matters.
- Use organizational resources responsibly.
- Obtain approval before publishing or sharing official BSV information.
- Follow instructions and guidance from assigned supervisors.
- Maintain honesty, discipline and professional integrity.
- Demonstrate teamwork, initiative and a willingness to learn.

Interns must not independently make commitments, enter into agreements, communicate official organizational positions or represent BSV externally without appropriate authorization. Any concerns relating to conduct, attendance or performance will be addressed by the Programme Lead in consultation with the relevant supervisor.

## ATTENDANCE AND WORKING ARRANGEMENTS

Interns will follow the working arrangements communicated by BSV and their assigned departments.

- Regular attendance, punctuality and participation are essential programme requirements.
- Students must inform their respective supervisors in advance if they are unable to attend work due to valid reasons.

- Any leave or extended absence must be communicated and approved in accordance with BSV's applicable procedures.
- The working schedule, reporting arrangements and any event-related duties will be communicated to interns at the beginning of their placements.

## COMPLETION REQUIREMENTS AND CERTIFICATION

Upon successful completion of the internship, students will be awarded a Certificate of Internship Completion by Bhutan Sports Ventures Limited.

To qualify for the certificate, students must:

- Complete the agreed internship duration.
- Meet the prescribed attendance and participation requirements.
- Complete assigned tasks and deliverables.
- Submit the final internship report.
- Participate in the final evaluation and presentation.
- Comply with BSV's professional standards and code of conduct.

The certificate will indicate the student's internship duration and assigned functional area. Students demonstrating exceptional commitment, initiative and contribution may also be considered for additional recognition or a Letter of Recommendation, subject to management approval.