

Executive Summary for Final Report of SEED Internship

As a participant in Sewanee's SEED (Social Entrepreneurship Education) Program, I spent six weeks in San Juan, Puerto Rico, interning for the island's premier banking institution, Banco Popular de Puerto Rico (BPPR). Before the internship began, however, I participated in one week of lectures and workshops at Sewanee on finance, accounting, and entrepreneurship. After this week of intensive pre-business training, I was better prepared for the internship, which lasted from June 1 to July 12. During my six-week internship, I worked in Banco Popular's Marketing & Customer Knowledge Department. This department specializes in developing the early stages of a business plan, which include understanding customer needs, the competitive environment, the bank's image, and the effectiveness of marketing initiatives.

My internship at Banco Popular turned out to be the perfect way to begin my post-graduate Sewanee career. I became familiar with data gathering and tabulation with new computer programs such as QuestionPro and IBM Web Query; and I also gained some experience in analyzing different charts and numbers to make calculated business decisions. Furthermore, I feel like I have gained significant insight into what the day-to-day operations are like in a big bank. Spending half of my summer in Puerto Rico with absolutely zero acquaintances was a big risk. However, I believe that it will not go unrewarded and the personal and professional contacts that I made will serve me well as I form the foundation of my professional career.