

# Bachelor's in international Sales and Marketing

To ensure the quality of the internship, different aspects must be taken into consideration before, during and after the internship.

## Requirements for internship companies

### **Resource capacity**

An internship company must have sufficient resource capacity to offer the intern. We have experienced that a company with only one employee, in which the student accounts for the owner's entire production capacity, does not fit the internship concept, just as it is not optimal that a company bases its operation solely on interns each semester.

### **Number of employees**

To ensure the quality of an internship, as a general rule, an internship company can only have 1 intern from Business Academy Aarhus per 5 employees and the number of interns should not make up more than half of the employees.\*

However, the following aspects will be taken into account:

Do the tasks have a professional relevance, and do they provide the student with a good foundation for learning during the internship period?

Is there an academic adviser committed to the individual intern?

Are the work assignments specific and varying?

The internship coordinator is always willing to discuss the above with the company.

### **Insurance**

If the internship takes place in a company in Denmark, the internship is covered by the act on worker's compensation (lov om arbejdsskadesikring), cf. ministerial order no. 185 from 23/02/2017, and by the act on liability for damages (lov om erstatningsansvar).

This means that it is the internship company's responsibility to insure the intern, just like the company insures all the other employees.

The duty insurance also applies to associations and sole proprietorships that do not already have employees.

If the internship takes place in a company outside Denmark, then it is the student's responsibility to examine and assess whether he or she can be covered by the company's insurance. In cases where the student is not covered by the company's insurance, the student must ensure that they have the necessary insurance.

### **Language**

If the internship takes place outside Denmark, at least one contact person in the company must speak English.

\*This is an exception in e.g. start-ups where a company with few employees may have a sufficient number of development projects or ongoing innovation processes for the learning objectives of an intern to be fulfilled.

### **Work facilities**

The internship company must have a physical place of work and must set aside a physical working space with what is needed to ensure that the intern can perform the practical tasks for the company. If the student is in an internship in their own company, the internship period is physically placed at the Academy's address in Sønderhøj.

### **Status meetings**

The internship company must devote resources for status meetings with the intern during the internship in order to ensure that both the company and the intern get the full benefits of an internship, as well as to ensure that expectations match. Depending on the nature of the tasks, the internship period and the daily contact, status meetings must be held every week or every other week.

### **Nice to know**

#### **The financial obligations**

The internship is unpaid. The company therefore has no financial obligations to the student. However, the company can choose to give the student financial appreciation of up to DKK 3000 per month.

In addition, the company has the possibility to contribute to the intern's documented costs related to the internship, such as telephone, transport, travel insurance, flights, etc. These contributions do not affect the student's SU (read more [www.su.dk](http://www.su.dk) only in Danish).

This applies to both internships in Denmark and internships abroad.

### **The internship period**

The internship period is at least 10 weeks with a 37-hour working week.

During the internship, the student must prepare two assignments, which the company is expected to support. In the internship report the student reflects on the degree to which he/she has met the learning objectives through the work performed. The student is expected to prepare this assignment concurrently with the internship. The internship report is due in October, and the subsequent oral exam is in November.

### **In continuation of the internship**

Most students prepare their main exam project for and about the company after their internship has ended.

In this case, it is the company's and the student's responsibility to draw up an agreement for cooperation in this period. In the agreement, the company and the student must be aware of the insurance practicalities.

### **The final exam project**

In the final exam project, the students must come up with solutions for relevant practical issues using relevant analysis and theory. The problem statement must be agreed between the company and the student.

The project description for the main exam project must be handed in and approved in week 40 (in the beginning of October).

**Additional information**

The students have a supervisor, appointed by the Academy, during their whole internship. Should any questions arise concerning the process, cooperation, or the tasks the students perform, a supervisor will be available and is always available for a follow-up meeting.

After the internship, both the company and the student are asked to evaluate the internship, this is very important for the continuous improvement of the programme and internship period.