

Professional Bachelor's Degree in International Sales and Marketing Management

To ensure a successful internship for both the company and the student, several important considerations must be taken into account, both before and during the internship.

What is required of the internship company?

Resources

An internship company must have sufficient resources to offer the intern collegial interaction and professional sparring. The student should be regarded as a new employee and can benefit from being included in the company's onboarding process, as is done for other new employees.

The student must have one or two dedicated contacts to provide sparring on tasks, give feedback, and discuss task progression. Schedule status meetings with the student at least every other week.

Number of Employees

To ensure the quality of the internship, the general rule is that a company can have a maximum of one student intern from the Business Academy per five employees. The number of students cannot exceed half the total number of staff.

Companies with fewer than five employees can be approved as internship companies if they offer sufficient professionally relevant tasks and access to sparring. This can be discussed with the student's supervisor or the internship coordinator of the study program.

Expectation Alignment

It is essential to align expectations before signing the student's internship agreement. At a minimum, expectations should be aligned regarding:

- Tasks throughout the internship – preferably divided between operational tasks and more development-oriented assignments
- Progression in responsibilities and task complexity over time
- Whether tasks are assigned or the student is expected to self-initiate
- How much sparring is provided and by whom
- Scope and frequency of feedback
- Working hours and flexibility

Physical Workplace and PC

The company must provide a physical workplace and workstation, including a PC. As a general rule, the student is expected to work from the office, with a maximum of one remote workday per week.

Insurance

If the internship takes place in a company located in Denmark, it is covered by the Danish Workers' Compensation Act, cf. Consolidation Act: LBK no. 919 of 25/06/2024, and by the Liability for Damages Act. This means it is the company's responsibility to insure the intern, just as it does for other employees.

This obligation also applies to associations and sole proprietorships, even if they do not already have employees.

If the internship takes place in a company outside of Denmark, it is the student's responsibility to investigate and assess whether they are covered by the company's insurance policies. If not, the student must arrange the necessary insurance coverage themselves.

Good to Know

Internship Compensation

The internship is unpaid. Therefore, the company has no financial obligations toward the student. However, the company may choose to offer the student a gratuity of approx. DKK 3400. For details and regulations, see [here](#) (in Danish).

Additionally, the company may reimburse the student for documented internship-related expenses such as phone bills, transport, travel insurance, flight tickets, etc. Such reimbursements do not affect the student's SU (student grant). See www.su.dk for more.

This applies to both internships in Denmark and abroad.

Internship Period

The internship must last a minimum of 10 weeks with a 37-hour workweek.

During the internship, the student must participate in an online status meeting with their supervisor, in which the internship company is expected to partially participate. As a foundation for the oral exam, the student submits a presentation reflecting on the internship experience, learning outcomes, and benefits.

After completion of the internship

Most students write their bachelor project in collaboration with the company after completing the internship.

It is the responsibility of both the company and the student to agree on how they will collaborate during this period. The agreement should include considerations about insurance and writing days if the internship lasts more than 10 weeks.

The Bachelor Project

In the bachelor project, the student develops solutions to a relevant practical problem, based on analysis and theory. The problem is defined by the company and the student.

The project description must be submitted and approved by the supervisor.

Additional Information

The student is assigned to a supervisor appointed by the academy. If questions arise regarding the internship, collaboration, or tasks handled by the student, the supervisor is available for online meetings.

After the internship, both the company and the student are asked to evaluate the experience. This feedback is essential for the continuous improvement of the program and internship opportunities.