

Marketing Management programme

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 of 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.

* This is an exception in e.g. start-up companies 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 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.

Good 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, 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 an average 37-hour working week.

It is possible that the period can be extended over a longer period of time – though maximum 5 months.

If the internship is longer than 10 weeks, time must be provided for work on the student's final exam project – in the 14 days leading up to the hand-in of this project, it is advisable that students do not work in their internship, but focus on their project.

During the internship, the student must prepare an internship report, which the company is expected to support. In the internship report, the student reflects on whether the learning objectives have been met through the work that has been done. The student is expected to work on this task simultaneously with their internship.

The internship report is handed-in in March.

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 final exam project must be handed-in in the middle of May.

Additional information

Internships in your own company are only an option if you as a student on our entrepreneur programme or have had entrepreneurship as an elective.

The students have a supervisor, appointed by the Academy, during their entire internship. Should any questions arise concerning the process, cooperation or the tasks the students perform, a supervisor will be available for a meeting at the company, via a phone, or Microsoft teams etc.

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.