

Zealand Business Academy

Køge

Internship guide

Digital Concept Development

2016

Table of contents

1. Purpose of the internship.....	3
2. Who finds the internship?.....	3
3. Time and duration of the internship.....	4
4. Economy.....	4
5. Insurance.....	4
6. Sickness.....	5
7. Internship opportunities	5
In the following the last three opportunities will be elaborated.....	5
8. Project internship.....	5
9. Entrepreneurial Internship.....	6
11. International internship within EU/ Erasmus	7
12. Internship agreement.....	7
13. Internship Plan.....	8
Tasks.....	8
Learning Goals	8
14. The company's contribution.....	9
15. Internship Supervisor	9
16. Internship Meeting	10
17. Mid-term Meeting, Thursday September 8 th 2016	10
18. Internship Blog	10
19. Internship Exam	11
Scope of the report and formalities	11
Contents of the report.....	11
The exam.....	11
Re-examination.....	12
20. Important dates	13
21. Internship coordinator, Køge.....	13

1. Purpose of the internship

As a student of E-concept you will have to undertake an internship in your 3rd semester. The purpose of the internship is expressed according to the curriculum: "The students learn standards and guidelines to undertake tasks in a professional academic environment in a training organization or activities through their own participation in such tasks."

The goal is that you achieve the following:

Knowledge and understanding:

- Knowledge about the business case in the internship company/organization
- Knowledge of the professional environment, job functions and stakeholders

Skills:

- Ability to gather information on relevant types of jobs and analyze the requirements for completing these jobs.
- Ability to assess own participation in the assignments and motivate own solutions.
- Ability to communicate practice related problems to partners and users.

Competences:

- Ability to analyze the host company's current e-concept development work and its future skills requirements for e-concept development
- Ability to participate independently in professional and multidisciplinary cooperation and take responsibility for completing assignments.
- Able to identify own learning requirement in relation to at least one profession, and further develop own knowledge and proficiencies.

The internship will help to make your overall training profile. You should consider which elements of your previous course you want to explore further and put into perspective - your learning goals. In other words, ask yourself the question: Which parts of the program's theory, do I want to explore / expand in practice?

2. Who finds the internship?

It is primarily your responsibility; however, the Internship Coordinator at Køge, Anne-Kathrine Skadhauge, will help you with advice and suggestions along the way if needed.

Before you agree on an internship with a company, you must go through the different tasks you will be doing in the internship as you will have to describe them in the contract later on- and of course you want to make sure it is relevant in accordance with your education.

3. Time and duration of the internship

The duration of the internship period is 10 weeks which is equivalent to 15 ECTS credits. The fall of 2016 internship period will start on the 1st of August and end on the 7th of October. However, it will be possible to start from the 4th of July, but there will be no supervision, as your supervisor is on holiday.

In the internship period the student has to work 35,5 hours per week as a minimum and this has to be arranged with the employer. Additionally, you should calculate a certain amount of hours to work on the internship blog (please see number 14 “internship blog” below).

You are not entitled to spring break in week 42 and you are scheduled for internship in that period.

4. Economy

If you already receive Danish Education Support (SU), you can get SU during the internship as long as you still oblige to the rules and regulations as stated by The Danish students' Grants and Loans Scheme. If the internship company offers you a salary, you are not eligible to receive SU at the same time. You will therefore have to stop your SU, by going to the administration at Zibat, or decline the offered salary at the internship company.

It is your responsibility to keep you updated on SU and the rules. More information is available at www.su.dk

If you are eligible for SU you can get a discount on transport, see www.ungdomskort.dk regarding a youth card in Denmark.

5. Insurance

According to insurance regulations, you are covered by the company's compensation and liability insurance during the internship. If there is no coverage of this type, the company must take out relevant insurance for you. Please notice that these rules only apply for internships in Denmark – when undertaking an internship abroad you are

responsible for your own insurance, unless you make other arrangements with the company.

6. Sickness

If you cannot go to work due to illness you shall notify the company the same morning by phone and not text message. In case of illness lasting for more than 2 days, you will have to inform the internship coordinator at Køge who will inform your supervisor.

7. Internship opportunities

There are four types of internships:

1. **Workplace Internship** - which is the most typical kind of internship – this is where you work at the company's headquarters (at their physical address)
2. **Project Internship**, where you cooperate with a company to solve a predefined task, but where you do not necessarily work at the company's address every day (also called Virtual internship)
3. **Entrepreneurship** where you establish your own business
4. **International internship** where you undertake the internship in a foreign country

In the following the last three opportunities will be elaborated.

8. Project internship

In project internship the student will work along the internship company on resolving a specific problem. This problem statement needs to have written project description including tasks, milestones and targets. The student does not need to be physically present in the company, but there may be a shorter stay in the company, supplemented by regular meetings, daily telephone contact and briefings via e-mail / Skype.

Therefore, the student must find another place to be situated during the period and if the student wants to work at the school, the internship coordinator at Køge needs to be contacted.

The internship company needs to ensure that the student will have necessary insight into the company, and furthermore has access to relevant information in order for the student to have professional basis to carry out the assignments and complete the

internship successfully. The company is entitled to have all documents that are previous handed to the student- returned at the end of the internship.

9. Entrepreneurial Internship

Only few of you will be chosen to have entrepreneurship (internship in your own company)and in order to be considered your company will have to be CVR registered. To apply you will have to make the online application and afterwards submit a motivated application to Internship Coordinator before the **1st of May 2016**.

The requirements are:

- A well written business idea along with a business model. You can use Business Model Canvas to describe the expected business model
- A plan for the internship period and goals you will be setting for yourself. The plan must on a weekly level and the goals must be very precise.
- You have to find a partner in an existing company that can act as your **mentor** and advisor. Your mentor needs to have experience at creating a company from the start. Also, the mentor will have to follow your very steps and be in contact with you at least once a week. Your supervisor will approve your mentor on the basis of their CV/LinkedIn profile.

The motivated application will be attached to the online contract, which is made with ZIBAT. Based on your application, your supervisor will look at your application and see if you are eligible for an entrepreneurial internship. We recommend that you have prepared a plan B in the case that your application will be rejected. You will receive an answer no later than by the 15th of December, 2016.

If you get elected for entrepreneurship you get the opportunity to participate in the environment of Væksthus Sjællands incubation. Note that it is a requirement to participate in a start-up environment the whole period and if you do not get the opportunity, you will have to find a start-up environment yourself, which needs to be approved by your supervisor.

If you want, your supervisor can help you determine whether or not you are eligible and meet the above mentioned requirements.

If you enter an entrepreneur internship please note that the same guidelines regarding internship plan, - blog and examination will apply.

10. International internship outside EU

If you want to have internship outside the EU, please be aware that you must apply for an internship visa. It takes about 3 months to obtain a visa and it is your responsibility to seek in time. If you apply too late, internship coordinator will reject your application for internship on the grounds that you cannot start your internship in time and you will have to find another internship.

Are you considering taking an internship in the United States, you must have an visa sponsor. Your official sponsor in the US is our partner organization who issues your documentation. They are the ones who interview your employer and make sure your internship experience follows the guidelines set by the US Department of State. The Sponsor will be your primary contact once you are in the US and they will require regular contact with you to ensure that you are having the most beneficial intern experience possible.

The process may seem lengthy and complicated but you can read more about the process on this link: <http://www.swap.ca/internshipUSA/faq.aspx#J1>

Also you can read more about the requirements here <http://www.bunac.org/uk/intern-abroad/professional/internship-usa/your-internship/j-1-visa>

11. International internship within EU/ Erasmus

You have the opportunity to apply for a grant from the EU education and training program to gain work experience in another European country. The grant from Erasmus is aprox. 1,850 DKK. per. month and it shall cover additional costs of the stay abroad such as costs for travel, accommodation and insurance.

Read more about Erasmus and the requirements therefor in Fronter folder Erasmus.

If you wish to apply for Erasmus, your placement agreement be submitted and finally approved by all parties before you can indicate to the internship coordinator that you wish to search.

Application deadline is May 1st, 2016 to Anne-Kathrine Skadhauge on ansk@easi.dk

12. Internship agreement

When the company/contact person and you have agreed to take you in as an intern, you need to fulfill an online internship contract at <http://www.easi.dk/praktikaftale/>

Please note that it is essential to describe the tasks you will be responsible for during your internship period at the company.

After you press "send":

1. The contract will automatically be send to the internship coordinator, who will look it through and forwarded it to your supervisor for approval.
2. When approved, the online contract will be forwarded in an e-mail to you and the contact person in the company, whom you named in the application. Both of you will have to confirm the contract by replying to the e-mail and hereby accepting that everything is correct.

13. Internship Plan

Regardless of which type of internship you may choose, you are obligated to make an internship Plan (1-2 pages). The internship plan must be uploaded to Fronter not more than 8 days after you enter your internship, and please consider uploading it to Fronter as soon as you have submitted your internship contract. The internship plan elaborate and describe your learning goals and tasks.

Tasks

You will have to describe the tasks/products, you are expected to do during your internship period. It can be a variety of things and most likely it will be more than one. Here are some examples:

- Propose a social media campaign or social media strategy
- A plan for developing new service
- Make suggestions on how the company can strengthen their CRM
- An observation, a questionnaire or other form of user research
- Make suggestions on how the company can optimize sales in their e-shop
- Suggest different adjustments to their business model
- Implement some of the initiatives which the company already has agreed on

Learning Goals

You will have to describe your learning goals within the internship plan: What are your ambitions to learn (more) about? Please remember that the 3rd semester is a semester of immersion – this means, that you have the opportunity to investigate those areas

where you want to develop your knowledge, skills and competencies.

To give an example, some of your learning goals could be to strengthen your skills in:

- Project management
- Marketing
- Service design
- Involvement of the user
- Working in teams
- Working with deadline

You need to make 2-3 learning goals prioritizing them from 1 to 3.

It would be a good idea to agree on one or two major tasks, as each task typically will involve a lot of ad hoc tasks too. Make sure that your contact person (or mentor in the event of an entrepreneurial internship) agrees with your internship plan.

14. The company's contribution

You are responsible for making the internship as productive as possible for both you and the company. Therefore, it is expected of you be proactive, hard-working and cooperative.

At the same time the company will have to help you learn the corporate life in their company.

More exactly, you will:

- have access to the information you need in order to understand the company and their current situation and you will be able to solve assignments at a satisfactory level. Please note that this would be different with confidential information
- participate in selected meetings either as a participant or as a listener. This can be both in internal and external meetings. These meeting will help you to gain insight into the decision-making processes which are happening in the company.
- get a contact person in the company, who may participate in the planning of your internship. In addition, this person will be the company's contact with Zibat.

15. Internship Supervisor

Zibat will appoint a supervisor to you when you have submitted your internship

agreement online. Your supervisor will be available for limited supervision during the internship, but if you feel like your internship is not going as planned you should contact your supervisor at any time. Your supervisor will also be your examiner for the internship exam.

16. Internship Meeting

Your supervisor will contact you and the company before the end of the second week of your internship for arranging a follow up meeting, which should take place before the end of week four. The purpose of the meeting is to make sure that everything is going according to plan – and to make the sufficient changes if your internship agreement is not going as planned.

17. Mid-term Meeting, Thursday September 8th 2016

All students are required to participate in the mid-term meeting at Køge. Selected students will present their internship company, assignments and challenges. You will also receive information regarding internship exam and final exam. It is mandatory to participate and if you're in an international internship you are excused. All information will be placed on Fronter afterwards.

18. Internship Blog

During the internship you must make and maintain an internship Blog. In the blog you should reflect on the tasks you are working on and what you have learned. Your internship plan will be your overall product and your blog will serve as documentation/track record in connection with your internship exam.

You should write at least three blog posts a week; The two posts should be about the daily events, today's challenges, how you solved today's tasks, stories or descriptions of some of the meetings at the workplace or the employees. The third blog post should be a summary along with reflection on the week's events and results.

Please note: Send the link to your blog to your supervisor no later than the first day of the internship, at the latest.

19. Internship Exam

Before the internship ends, you will have to attend your internship exam. Here you will be assessed against the following:

- Do you manage reflecting on what you have learned, including in relation to your learning goals?
- Do you manage explaining your insight into the business, industry and profession?
- Do you manage explaining what you have gained from the internship?

Scope of the report and formalities

Before your internship ends, you will have to deliver an internship report on Fronter. The project report scope is between 4- 6 normal pages (approx. 2400 characters) excl. appendix, front page, reference list and table of contents, do not count towards the project report scope) The report should include references to your blog

Contents of the report

- A description of the internship company (business area, organization, business model)
- A description of your learning goals, incl. changes if any
- A description of the tasks you had to perform
- A description of the challenges you had
- A reflection on whether and how you have used theories, methods etc. you have learned at the study in completing your tasks
- A reflection on how you benefit from the internship, including how you benefit in relation to your learning goals

The exam

The exam is internal and assessed according to the 7-point grading scale. A single grade will be given based on a general assessment of the written and oral performance during the examination.

The test takes 30 minutes in total

Student's presentation: 5 minutes

Examination/ Questions: 15 minutes

Assessment and communication of grade: 5 min.

Assessment will be an overall assessment of your blog, report, presentation and examination based on the parameters mentioned below.

In your presentation you must:

- 1) Identify and explain your learning goals
- 2) Describe, show and explain the tasks you have done at the internship company
- 3) Reflect on your learning outcomes
- 4) Show how the Internship period is documented in your Internship Blog.

Re-examination

If you do not pass the exam you will have the option of a re-examination. The basis for a re-examination is:

- If you haven't participated sufficient in your internship - you will have to establish a new one.
- If you haven't been able to make reflection in relation to your learning goals etc., you will get another chance 2 weeks after the initial exam.

20. Important dates

May 15th:	Deadline for applying for entrepreneurial internship
May 23 th :	Answer regarding entrepreneurial internship
June 1st:	Deadline for internship application
August 1 st :	Official start date of internship (and latest start date)
August 1 st :	Send your blog link to supervisor and upload on Fronter
August 8 th :	Last date for uploading internship plan on Fronter
Week 34-35:	Internship meeting with your contact person and supervisor
September 8 th :	Mid-term Meeting
October 7 th :	Internship ends
October 6 th :	Delivery of internship blog/report on Fronter before 12PM
Week 41	Internship exams

Re-examination will be announced after the ordinary examination

ATTENTION! Please let your internship company know that you need to go to school for the mid-term meeting and your exam. This way you let the company know you need (to get) the day off.

21. Internship coordinator, Køge

Internship Coordinator is:

Anne-Kathrine Skadhauge

ansk@easj.dk

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