



cphbusiness

COPENHAGEN BUSINESS ACADEMY

**Information to companies about Internship of the
Bachelor Programme in International Sales and Marketing
Management (PBA ISMM)**

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It is the purpose of the programme to educate bachelors within international sales and marketing who can independently and professionally execute job functions linked to the internal company's efforts in the market – not least in the segment for small and medium sized enterprises and especially within international business to business sales. The education for a Bachelor's degree builds directly on a commercial further and higher educational programme such as for instance the AP degree in Marketing Management. The education is a full time study of 1½ years, so that after having ended the programme the student has carried through a total study programme of 3½ years.

The programme consists of 3 semesters, including a higher education internship and a final Bachelor's project.

In the two first semesters the academic content is divided into two mandatory themes: the Background for the Company's Sale and the Business Development of the Company in an international perspective, respectively. Furthermore the 1st semester contains a learning course in methodology and research theory and the 2nd semester an elective theme.

The themes have been subdivided into subjects, where the intake of theoretical knowledge is derived from the academic disciplines which are traditionally linked to this professional area. Here themes and subjects are decisive for the learning process and not the academic disciplines.

The 3rd semester of the programme consists of the internship and the final Bachelor's project.

Background and frames

On the 3rd semester the student should complete a total period of 5 months consisting of an internship of 3 months and a Bachelor's writing project period of 2 months. Both the internship and the Bachelor's project must be carried out in the same company.

The programme's internship is to create cohesion between the theory learnt and the business situation of the profession. The internship is to secure practice orientation and the development of academic as well as personal competences towards independent performance.

The internship supports that the student transforms the knowledge learnt into practical performance.

Advantages of the internship/Bachelor's project for the company

- to be able to take advantage of the student's skills and competences to work with business related problems for the company
- to have the disposal of a work performance from a strongly motivated student, who does not burden the finances of the company.
- to have solved a concrete problem which the student formulates in co-operation with the company, resulting in a Bachelor's project.
- to be provided with new ideas, based on the latest theory within the fields of the education.
- to have an opportunity to influence the competence development of the future employees of business life.
- to evaluate a potential future employee.
- to participate in taking responsibility for the education of the employees of the future in such a way that the student gets an optimal theoretical as well as practical education within trade and marketing.

Expectations to the company

As a point of departure it is the student's responsibility to see to it that the internship becomes mutually beneficial. Consequently the student is presumed to be investigative, curious, industrious and co-operative. The company is expected to contribute by being willing to contribute by teaching, which in practice means the following:

- that the student gets access to the necessary information in order to be able to understand the situation of the company and in order to be able to solve the tasks set - as well as the Bachelor's project – at a satisfactory level (this, however, does not apply to confidential information).
- that the student is allowed to participate in selected meetings either as an active participant or as a listener; this could be internal as well as external meetings within the department or for instance meetings with customers and the like. The purpose is for the student to get insight into some of the decision processes that take place in the company.
- that the student gets the possibility to undertake specialized and complex tasks, often at

middle management level within the specific profession defined by the education .

- that the student is given a contact person/internship counsellor who can function in both the planning of the course as well as in the implementation. The contact person/internship counsellor is to contribute to the student's reflections on his/her own learning during the internship. Furthermore the person is to be Cphbusiness' contact to the company.
- that the student is given the opportunity to independently undertake tasks during the internship within for example:
 - Sales & Marketing, e.g. participation in Fairs, business trips etc.
 - Involvement with the company's logistic department
 - Involvement with the development of customer strategies
 - Assessment of customer profitability

A Preliminary theme for the Bachelor's project could be:

- Development of a new customer strategy for the company
- Development and implementation of a CRM system

The purpose of the internship for the student

- to give the student business competences
- to train the student in applying for jobs
- to contribute to the student's academic and personal development
- to get cohesion in the educational programme by securing integration between theory and practice
- to give the student the opportunity to establish contact to a possible future place of work
- to give the student a close contact to a company in connection with the writing of the Bachelor's project.

Specifically the student is to make a report on the internship and write a Bachelor's project taking its point of departure in the internship.

The company may expect that the student

- is an active and motivated co-player who is prepared to make a huge work effort
- takes independent initiative regarding new work tasks and solution of problems
- is able to reflect on own learning and can identify necessary, lacking competences
- is able to reflect on the problem fields of the place of internship
- is able to identify complex, major problems at the place of internship
- is able to put forward change- oriented proposals and implement and evaluate these

Placing in terms of time

The internship and the Bachelor's project are placed in the 3rd semester and takes place in the Autumn semester from August to January and in the Spring semester from January to June. The student's work load corresponds to an average of 35 hours per week. The internship is to be equated with a full time job (min. 35 hours a week) with the requirements regarding working hours, performance, commitment and flexibility that the student, who has completed the programme, may expect to meet in the first job. During the first 3 months of the period (corresponding to the "period of internship") the student is included in the daily work of the company and starts the gathering of experience and knowledge for the Bachelor's project. The last 2 months (corresponding to the Bachelor's project period) are focused on the writing of the Bachelor's project. The student should work at the company during the first 3 months. During the last 2 months it is not compulsory that the students stays in the company but the student should have access to the company while writing the bachelor project.

Financial framework

The student continues to receive SU (Danish Government Educational grant) during the stay in the company and as a result the company has no financial obligations towards the student.

Further information

Further information on the character and framework of the internship or on the education as such is available by addressing

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