

# Information to Companies

(AP Degree in Service, Hospitality and Tourism Management )

## WHAT IS CPHBUSINESS?

Cphbusiness is a vocational educational institution, which takes great pride in the high level of professionalism as well as educating students by providing them with the competencies the business sector demands.

Our programs are practice based, and we prioritize a close relationship with the specific business sector our students are trained for. At Cphbusiness we maintain a great focus on globalization. Therefore, we offer most of our courses in English and have a large number of international students every year from 45 different countries.

As a result our students develop strong language skills and cultural competencies.

## THE AP PROGRAM

The AP program is a two-year commercial education. The program is designed to qualify students to work with the development, planning and implementation of services for companies throughout the entire service sector. The program consists of a number of different mandatory subjects, including service management, marketing, economics, organization and staff management. Additionally, all students must choose one of three specializations: hotel, tourism, retail or service.

## WHY THE NEED FOR AN INTERNSHIP?

As part of the AP program all students must participate in a mandatory internship. The internship provides the students with the opportunity to use the methods, tools and theories of their mandatory courses when solving practical tasks within either a Danish business or a business abroad.

The internship is an important part of the program and more information on the internship periods is included below.

## TIME FRAME FOR INTERNSHIPS

For students from Cphbusiness Nørrebro the internship takes place with a duration of 13 weeks with a weekly work average of 35 hours (including breaks) + 2 hours a week for study activities, such as collecting data or writing the internship project.

For students from Cphbusiness Lyngby the internship has a duration of 12 weeks.

The purpose of the internship is to:

- provide the student with professional competencies within the chosen specialization (hotel, tourism or service) secure integration between theory and practice in a specific professional context
- contribute to the professional and personal development of the student
- establish a sustainable relation with the company as the student's final project (4th semester) must be based on issues relating to the internship company.

#### WHAT CAN YOU EXPECT?

Our student will contribute by being a part of the daily processes and routines of your company. You will engage with a highly motivated intern, who not only will be part of the daily work but additionally someone who is able to apply the latest theories of the service industry.

By allowing Cphbusiness students the possibility for an internship within your company, you - in return – gain an unique access for future recruitment, as the internship allows for the development and training of a new generation of well-trained employees within the service industry.

Our students will be able to work 35 hours per week on average during the internship.

#### THE QUALIFICATIONS OF THE STUDENTS

Our students at Cphbusiness all have different backgrounds when initially join the AP program in Service, Hospitality & Tourism Management. Many students have worked in the service industry for years allowing them to draw on relevant work experience.

However, all students have passed the first year at the AP program by the time of the internship.

The mandatory subjects our students will have completed are:

- Service Management and the service industry
- Methodology
- Organizational development
- Business development
- Service economy
- Communication

Additionally, our students will also have been taught within the framework of their chosen specialization: hotel, tourism or service (concept and event management).

#### WHAT IS EXPECTED OF YOU?

In collaboration with our student we expect your company to form a schedule, which provides our student with enough time and sufficient knowledge to produce a written project, which will sum up the entire internship.

Therefore, the student must gain insight about the organization throughout the internship. It is important to stress the fact that the students themselves are held responsible towards fulfilling goals of the internship.

We, Cphbusiness, expect our students to be outgoing, curious, hard-working and cooperative. During the internship you will be able to assign the student to specific departments within your company. Here the student can solve practical assignments within the specific department assigned but also work alongside the employees on a daily basis.

The Cphbusiness students are also able to work on larger projects across different departments of your company.

Such projects could be:

- Customer and competitor analysis
- Market research
- Internal analysis of service management systems and employee satisfaction
- Planning of promotion and communication strategies
- Analysis of the implementation and viability of new services

We expect that the tasks assigned to our student within your company contain professional substance, and that your company will supply sufficient resources to guide our student. At the same time, as a natural part of the internship the student must have time to develop knowledge about the work processes and specific characteristics of your company. Additionally to a 35 hours workweek, we expect that our student spend approximately 2 hours a week on study related activities.

As most internships are individually planned, it is difficult to set a precise number of hours needed to guide our students. However, most hours are generally spend at the beginning of the internship, as our student at this time only has a modest insight into your company and the service industry in general.

Cphbusiness expects that our student will have one specific contact person within your company, who has the time and know-how to supply our student with sufficient information, both concerning the daily work and the written project. There is no requirement as to the size and structure of your company. We only expect that your company is VAT registered in Denmark or abroad.

#### WHO DOES WHAT?

Our students are responsible for making a contract with your company regarding the internship. Furthermore, we demand that our students set up goals - both professionally and personally - for the output of their internship.

The students must also prepare a written internship project to Cphbusiness by the end of the internship. In order for all parties to benefit from the internship, it is necessary for your company to supply the following:

- Willingness to teach and involve the students in the daily operations and management tasks as well as other tasks. In sum this means that the Cphbusiness student:
- Will gain access to information that is important both for the understanding of the company as well as for solving tasks both practically and theoretically. We do not expect your company to supply

confidential information to the student. However, if doing so we will be able to supply a confidentiality agreement.

- Will be allowed to participate in various meetings either as active participants or as an observer. Have one specific contact person within your company who can assist our student in the planning as well as the completion of the internship. This contact person will also serve as a contact for Cphbusiness.

Cphbusiness must approve both the company and the internship contract before the internship is initiated. Cphbusiness will appoint the student with a supervisor, who will assist the student with any questions regarding the internship within the educational context. The supervisor will visit the student during the internship. If a visit is not possible, the supervisor will participate in a phone/online meeting with the contact person your company and our student.

## PRACTICAL INFORMATION

Duration.

The duration of the internship is 13 weeks in total. All students must complete full 13 weeks of internship in order to obtain full ETCS point for the internship.

The weekly number of working hours will be 35 on average. Additionally we expect 2 hours per week for school-related activities; data-collection, interviews etc.

Internship contract and pay.

Most of our students receive SU (State Grant). Therefore, the students are not expected to receive any pay during the internship. A contract between the student and the company is made and prior to the final approval of the contract, our student fills out an Internship Agreement, which is approved by the Internship Coordinator/Internship Supervisor. Please note that SU has now allowed for companies to give our students gratuity during their internship. For more information hereof, please go to: <http://www.su.dk/nyheder/nyhedsarkiv-2017/su-og-erkendtlighed-i-uloennede-forloeb/>

Insurance.

Our student must be covered by the industrial injury insurance and liability insurance of your company. If there are no such insurance, your company will need to obtain insurances, which fully covers our student.

Illness

In case of illness, our student must immediately inform you and your company through their direct contract person. If our student is gone for more than one week, we expect that the student get in touch with both the internship supervisor as well as the student counsellor.

Hereafter a decision will be made as to whether or not the internship will be extended/completed.

Vacation.

It is a general rule that vacation during the internship is not possible. However, if it is found to be appropriate and possible by you and your company, Cphbusiness will grant permission for

the vacation.

#### Aligning expectations.

In everybody's interest, it is a good idea to align expectations prior to the internship. We strongly recommend that your company and the Cphbusiness student align expectations for the internship. Cphbusiness will help to ensure that expectations are within the framework of what is expected of an internship.

#### Further information.

For further information and/or questions about internships on the AP Program in Service, Hospitality & Tourism Management, please contact:

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