



**Information to companies  
regarding internship on the  
Bachelor's Degree in  
Innovation &  
Entrepreneurship**

## Dear company,

Thank you for cooperating with Cphbusiness to educate our students on the Bachelor's Degree in Innovation and entrepreneurship.

In this paper you will find information about what it means to have an intern from the Bachelor's Degree in Innovation and entrepreneurship.

If you have any questions, please contact internship coordinator Joan Lorenzen on [joa@cphbusiness.dk](mailto:joa@cphbusiness.dk) for further information.

### **Why is it beneficial to have an Innovation & entrepreneurship student as an intern?**

- provide new momentum and "fresh eyes"
- help to develop and educate a student
- solve current issues and challenges
- use the internship period as a trial period for a possible future employee
- have the opportunity to benefit from the theoretical and practical aspects of a final exam project

## Introduction

The degree is a full-time 1½ -year programme, where the interaction between theory and practice is paramount. The degree has been prepared in collaboration with the business community, and it is based on tools developed by universities such as MIT, Harvard and Stanford; tools introduced to the students by the lecturers of the programme on a hands-on basis. The students are thereby able to take part in complex and development oriented projects on a professional level, especially when new strategies and models for business and growth are in focus.

## Structure of the Degree

It is the purpose of the degree to educate bachelors, who are able to take part in a variety of innovative and entrepreneurial tasks, either as an entrepreneur in his/her own company or as an employee in an already existing company.

Cphbusiness recruit students of Innovation and entrepreneurship from a variety of AP-degrees, such as marketing, service, economics and IT. Thereby the programme provides extraordinary opportunities for interdisciplinary activities and projects, which are the main goals of the programme.

The degree is a full time study of 1½ years. After having completed the degree the student has achieved a total study programme of 3½ years. The Bachelor degree 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 three mandatory themes: Innovation, entrepreneurship and business development. Leadership and management is a subject being taught across the two semesters.

The themes are divided 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. Electives deals with Industry 4.0 technologies - the students will choose a technology and write an article on the basis of that.

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

## Aims

As part of the programme, students on the 3<sup>rd</sup> semester must complete a 12 week internship in a company in addition to the Bachelor's project. The aim is that the student, during the internship must acquire a practical insight that can be related to the subjects that the student had on the first 2 semesters of the programme. In order for the student to gain the necessary insight into the company's tasks and routines, it is necessary that the company is prepared to give the student input as well as feedback. In other words, the company must be willing to teach/share knowledge. In return, the company receives an unpaid, but well-educated and committed employee who can perform tasks in many areas.

## Knowledge:

- the student must have knowledge of the profession's theory and methods along with practice related to innovation, entrepreneurship and leadership/business development
- the student must be able to understand terms and methods along with reflecting upon the application
- the student has experiences of participating in the solution of practical work assignments

## Skills:

- the student must be able to convert the studied knowledge into practice within the area of innovation and entrepreneurship
- the student must be able to assess theoretical and practical problems and draw up suggested solutions
- the student must be able to apply and arrange relevant theories to the solution of assignments in an start-up or for an existing company oriented towards innovation and entrepreneurship.

## Competences:

- the student must be able to act innovatively and entrepreneurially in relation to complex and development oriented tasks
- the student must be able to make value for the internship company on the basis of knowledge acquired during the studies
- the student must be able to enter into professional as well as interdisciplinary cooperation

## Examples of tasks:

One of the goals of an internship in a company is that the student must be able to profile his or her degree in specific areas within innovation and entrepreneurship. Examples of specific work tasks could be:

- Change management
- Business optimization
- Test and validation of concept
- Go-to-market strategies
- Study and implementation of new business models
- Strategic analysis of customers and competitors in relation to establishment, operation and development.

## Time frame

The duration of internship is 12 weeks, and it is typically in the period of January - March or August - October. Besides participating in the department's daily work tasks during the stay, the student also works with the chosen problem for the Bachelor's project in collaboration with the company's contact person and the school's internship supervisor. At the end of the period there will be an oral exam.

## Salary

The internship is unpaid, as the student is entitled to SU on this degree. An internship agreement is drawn up between the company and the student. Unpaid internship allows for gratitude. Companies that offer unpaid internships have the opportunity to appreciate the student's efforts, in the form of a recognition of max. DKK 3000 per month (without this affecting the student's SU) The amount limit of DKK 3000 is set to emphasize that the students are enrolled on a degree and are not employees. Recognition is voluntary on the part of the company and not a requirement for the unpaid internship.

## Insurance

### Internship in Denmark

According to §§48 and 49 in the Law on industrial injury insurance it is the duty of the internship company to insure the student during the internship period, as long as the internship takes place in Denmark.

### Internship abroad

Danish and international students, who do their internship abroad, are basically covered by the internship company's industry injury insurance, provided the legislation of the labour market directs the country's companies to insure students in internships.

Unless it is a requirement of the law, the student himself may choose to take out a public liability and accident insurance. If the student neglects to do so, the student himself takes full responsibility in case of an accident caused by himself or inflicted upon him during the internship, in his free time as well as during the internship period.

Copenhagen Business Academy cannot and is not allowed to take out a specific insurance for the student neither during the internship in Denmark or outside Denmark.

Copenhagen Business Academy is not under any obligation to have any knowledge of or inform the student of international labour market regulations in relation to international practice. The student himself must acquaint himself with the regulations in the country in question.

## Distribution of responsibility between student, company and Cphbusiness

### The student

- Enters into agreement with the company
- Completes Cphbusiness web form / electronic internship agreement
- Approves Cphbusiness electronic internship agreement sent by mail
- Participates in daily work tasks according to agreement with the company
- Acts as an employee of the company and acts in accordance with the company's values / rules
- Reports the results and conclusions prepared during the internship period

### The company

- Enters into agreement with the student
- Approves Cphbusiness electronic internship agreement sent by mail
- Provides relevant introduction to the company
- Provides knowledge, resources and possibly physical resources
- Approves the student's subject selection
- Allows the student to collect information in relation to approved topic
- Sets requirements for reporting in the company
- Flexibility and allowance for students to attend meeting/s with internship supervisor
- Completes Cphbusiness evaluation form after completing the internship

### Cphbusiness

- Approves the internship in relation to the purpose of the internship
- Sends electronic internship agreement to the student and company
- Provides feedback to the companies and students regarding agreement of an internship agreement
- Is the company's communication partner throughout the internship
- Provides professional guidance to the students

## **The company's use of resources**

It is not possible to give a specific figure for the company's total workload in the internship. The load will usually be greatest at the start of the internship, as the student generally only has modest insight into the business area. The company should provide a supervisor who can act as a source of information in connection with the student's work on the assignment.

## **Facilities**

An internship company must have sufficient resource capacity to offer the intern. We have experienced that a one-man company, 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. The student should be treated equal to other members of staff and given an adequate work station with relevant equipment in order to perform the set tasks.

## **Contact**

If you and your company are interested in getting in touch with one of our upcoming marketing management students seeking an unpaid internship, you are very welcome to send us a job listing/ad that explains what you expect from the student and what tasks you can offer the student to participate in. We will then forward your listing/ad to the students.

Contact the internship coordinator Joan Lorenzen on [joa@cphbusiness.dk](mailto:joa@cphbusiness.dk) at Cphbusiness for further information.