



**Cphbusiness**

**Information to companies  
regarding internship on  
AP Degree Service, Hospitality  
and Tourism Management**

## Dear Company,

Thank you for joining Cphbusiness in educating our Service, Hospitality and Tourism Management students.

Here we have gathered information about what it means for you to have a Service, Hospitality and Tourism Management intern.

If you have any questions, please see the last page for contact details.

### Why is it a good idea to have a Service, Hospitality and Tourism Management as an intern?

- Ensure integration between theory and practice in a specific business context
- Participate in the development and education of a student both professionally and personally
- Bring new dynamics and "fresh perspectives"
- Meet a potential future employee/colleague
- Address a current issue
- Ensure coherence in the educational process. The student's final exam project in the 4<sup>th</sup> semester can be based on an issue within the internship company, if the student chooses to do so.

### Degree Structure

The Service, Hospitality and Tourism Management programme is a 2-year full-time academy profession programme where the interplay between theory and practice is paramount.

The programme was developed in collaboration with the business community, with the aim of qualifying students to independently handle the work of developing, planning, and implementing service deliveries in companies within the service sector.

The programme centers around several themes:

- 1st study year: Service and Experience, Business Understanding, Cooperation and Relationships
- 2nd study year: Business Development and Internship.

Furthermore, students can choose their major electives within areas like hotel and restaurant, tourism, event, and retail.

### Why should students undertake internships?

As part of the programme, students must complete a mandatory internship lasting 12 weeks. The internship period cannot be extended.

As a general rule, a company can have a maximum of 1 intern for every 5 employees. For further details, refer to [Cphbusiness expectations and requirements for companies](#)

The purpose of the internship is to give students the opportunity to apply the methods and tools learned during their studies to solve practical tasks in a company in Denmark or abroad.

During the internship, students should work on professionally relevant issues and gain knowledge about pertinent business functions.

To ensure that the student gains the necessary insight into the company's tasks and routines, it's essential that the company is willing, to some extent, to allocate resources so that the student can ask and get answers to relevant questions.

In other words, the company must be both willing to share its knowledge and have the resources to do so.

In return, the company receives an unpaid, well-educated, and committed intern who can perform tasks in many areas.

### **The student must have knowledge of:**

- The internship company's business
- Development-based knowledge of the service and experience company's possibilities including corporate, organisational, market, and competition forms as well as an understanding of company's vision, mission, goals and values.
- Business and legal practice, key applied theory and methods in service and experience companies and their use thereof.

### **The student must have skills in:**

- Apply key methods and tools from the service and experience industry to collect data and describe chosen challenges in the internship company.
- Assess practice-related challenges and gather knowledge to solve work assignments and functions.
- Communicate practice-related challenges and solutions to the internship company on tactical and operational levels.

### **The student must have competence in:**

- Take part in the management of the internship company as well as handle development-oriented situations in a professional and interdisciplinary collaboration.
- Prepare a project based on a close to practice problem or issue in a structured manner, where new knowledge, skills and competencies related to the profession are included.
- Consider the achievement of academic and personal goals during the internship.

### **Examples of tasks:**

One of the objectives of the internship is for the student to be able to showcase their degree in specific areas of service and experience. During the internship, students can be attached to one or more departments in the company. The following are examples of tasks that students can undertake:

- Customer and competitor analyses
- Planning and implementing events
- Market analyses
- Internal analyses, e.g., of the service delivery system and employee satisfaction
- Planning of promotional and communication initiatives
- Analysis of the sustainability of new service offerings

Furthermore, students can naturally participate in specific practical tasks that are present in the internship company during the given period.

Cphbusiness expects that the tasks assigned to the student contain substantial professional content, and that the company allocates sufficient resources to guide the student. At the same time, as a natural part of the internship, there should be time for the student to gain a good understanding of the company's various workflows and characteristics. This could, for example, happen by the student also being involved in/gaining insight into workflows in other departments of the company.

### **Timeline of the Internship**

The internship lasts for 12 weeks with an average working time of 35 hours per week (including breaks). In addition, the student must allocate 2 hours each week for their own study-related tasks, such as collecting data or taking notes in preparation for the internship examination.

The internship is scheduled between January - April or July - October.

An internship agreement will be prepared between the company and the student. The agreement must be approved by Cphbusiness, the student, and the company.

## Compensation

The internship is unpaid, as the student is eligible for SU (state educational support) during this part of the programme.

Unpaid internships allow for a token of appreciation. Companies offering unpaid internships have the opportunity to acknowledge the student's effort in the form of appreciation. As of July 2023, the limit for this appreciation is 3,375 DKK per month. The amount is adjusted once a year. Further information can be found on su.dk.

Offering a token of appreciation is voluntary on the part of the company and is not a requirement for the unpaid internship.

## Insurance

### Internship in Denmark

In accordance with §§ 48 and 49 of the Act on Industrial Injuries Insurance, it is the duty of the internship company to insure the student during the internship if the internship is in Denmark.

### Internship Abroad

Students doing their internship abroad are generally covered by the internship company's industrial injuries insurance if the labor laws of the internship country require companies to insure students in internships.

If there is no legal requirement for this, the student can choose to take out liability and accident insurance on their own. If the student opts not to insure themselves, they assume full responsibility for any damage they may cause or suffer during the internship, both during their free time and during the actual internship period.

Cphbusiness cannot and is not allowed to take out separate insurance for the student, whether the internship is in Denmark or abroad.

Cphbusiness is not obligated to be familiar with or inform the student about international labor market rules regarding international internships. The student must themselves become familiar with the rules in the specific country.

## Distribution of responsibility between the student, company, and Cphbusiness

### The Student

- Enters into an internship agreement with the company.
- Completes Cphbusiness web form/electronic internship agreement.
- Participates in daily tasks as agreed upon with the company.
- Acts as an employee of the company and behaves in accordance with the company's values/rules.
- Completes Cphbusiness evaluation form before the end of the internship.

### The Company

- Enters into an internship agreement with the student.
- Approves the electronic internship agreement sent via email.
- Ensures a relevant introduction to the company.
- Provides knowledge resources and possibly physical resources, and appoints a contact person for the intern who also participates in a meeting with the student and the student's supervisor during the internship.
- Grants the student permission to collect information for academic tasks.
- Sets requirements for reporting within the company.
- Completes Cphbusiness evaluation form after the end of the internship.

### Cphbusiness

- Sends the electronic internship agreement to the company.
- Approves the internship agreement concerning the purpose of the internship.

- Provides feedback to the company and student regarding the conclusion of the internship agreement.
- Acts as a partner for the company throughout the internship period.
- Provides an academic supervisor for the student.

## Internship Agreement

Before the start of the internship, the student and the company jointly decide on the tasks to be included in the internship agreement. The agreements must be relevant to the learning objectives of the education. The agreement must be approved by Cphbusiness. The internship company, in collaboration with the student, is responsible for ensuring that the internship meets the content of the agreement.

## Expectation Alignment

For the sake of all parties involved, it's essential to focus on aligning expectations before the internship begins.

We strongly recommend that the company and the student align their expectations for the internship and include this in the agreement between the company and the student. Cphbusiness helps ensure that these expectations fall within the parameters of an internship.

## Practical Information

### Illness

In case of illness, the student must immediately inform the internship company.

If the illness lasts for more than a week, the student should inform both their supervisor and the internship office at Cphbusiness. A determination will then be made on a case-by-case basis as to whether the internship should continue or conclude.

### Vacation

As a general rule, it is not possible to take a vacation during the internship period.

In the few cases where it is desired and feasible, both the internship company and Cphbusiness must grant permission before the vacation starts.

## Contact

If you and your company are interested in getting in touch with one of our service economists looking for an unpaid internship, you are welcome to send us an internship posting that we can forward to the students. An internship posting should preferably be in Word/PDF/Link format and typically contain:

- A brief introduction about your company
- Examples of tasks
- Desired qualities in the candidate
- Contact details

You are always welcome to contact the Cphbusiness Internship Office, where you can reach the following internship coordinators for further information:

- Service, Hospitality and Tourism Management, Cphbusiness Søerne:  
Anna Diemer | Mail: [adi@cphbusiness.dk](mailto:adi@cphbusiness.dk) | Tlf.: +45 36 15 47 18
- Service, Hospitality and Tourism Management, Cphbusiness Hillerød:  
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