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COPENHAGEN BUSINESS ACADEMY

**Information to companies
regarding internship on the
Bachelor's Degree in
International Sales and
Marketing Management**

Dear company,

Thank you for cooperating with Cphbusiness to educate our Bachelor's Degree in International Sales & Marketing Management students.

In this document we have collected information about what it means to have an intern from the Bachelor's Degree in International Sales & Marketing Management

If you have any questions, please contact Majken Strøm on mse@cphbusiness.dk or tel: 36 15 48 31 in Cphbusiness Internship Office for further information.

Why is it beneficial to have a marketing management student as an intern?

- provide new momentum and "fresh eyes"
- Free promotion for young people
- help to develop and educate a student
- solve a current issue
- Use the internship period as a trial period for a possible future employee / colleague
- have the opportunity to clarify a final exam project, that may be implemented directly in the company

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 is based on the need for employees with an understanding of sales and marketing, which is a decisive factor when it comes to winning market parts and conquering new markets.

Degree structure

It is the purpose of the degree 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 programme for a Bachelor's degree builds directly on a commercial further and higher educational programme such as the AP degree in Marketing Management. The degree is a full time study of 1½ years, so that after having completed the degree the student has carried through a total study programme of 3½ years.

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

Aim:

As part of the programme, students on the 3rd semester must complete a 12 week internship in a company in addition to the Bachelor's project – period.

The aim is that the student, during the internship must acquire a practical insight that can be related to the subjects that the student has 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, to some extent, prepared to use resources to enable the student to ask and receive relevant questions. 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.

The student must have knowledge of:

- Have knowledge of the profession's theory and methods along with practice
- Be able to understand terms and methods along with reflecting upon the application
- Have experiences of participating in the solution of practical work assignments

The student must have skills in:

- Be able to convert the studied knowledge into practice within business
- Be able to assess theoretical and practical problems and draw up suggested solutions
- Be able to apply and arrange relevant theories to the solution of assignments in the workplace

The student must have competence in:

- Be able to see their own professional role in a relation to actual assignments
- 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 international sales and marketing. Examples of specific work tasks could be:

- Building a comprehensive business plan and marketing strategy
- Research of manufacturers (domestic and international)
- Contact with producers
- Research by customer group and their preferences regarding design, materials etc.
- Purchase of samples
- Implementation of product on the Danish market
- Participation in the campaign preparation
- Planning and coordination of event
- Research and analysis
- Planning and implementation of online strategy: SEM / SEO, Web nurturing, re-targeting
- Relationship Marketing (B2B) - satisfaction and retention
- Improving the supply chain

- Customer Presentations
- Project management
- Budgeting
- Customer management in B2B market
- Supplier negotiation
- Optimising the value chain
- branding

Time frame of the internship

The duration of internship is 12 weeks and is typically placed in the period of January - March or August - October.

Besides participating in the department's daily work tasks during the stay, the student 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, the oral exam is held.

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 Majken Strøm on mse@cphbusiness.dk or tel: 36 15 48 31 at Cphbusiness for further information.