

Guidelines on the Organization of Internships for the Practical Track of the Distance Learning Bachelor Degree Course Business Administration

Preamble

Internships during the study period are awarded with credit points. That means that the internships/work experiences are part of the examinations that students have to complete in the course of their studies in accordance with the following guidelines.

§ 1 Objective

1. Internships/work experiences give students **insights into the challenges of the working in a company** and confront them with socialization aspects, with professional problem areas and different work challenges in practice. Moreover, theoretical knowledge and experience acquired during their studies can be applied in practice.
2. Practical phases can be provided in the form of internships (before or during studies) or as part of full-time or part-time work prior to studies.
3. ISM students must independently acquire their internships.

§ 2 Requirements for internship/work activities

1. Relevant activities must be related to the content of the study program. They should be suitable for students to gain an in-depth insight into the processes, structures, goals and culture of a profession for which they are qualified through their studies. Examples are:
 - independent and/or supportive professional activities in legal and personnel departments of enterprises, in law firms, in the field of tax consulting and / or auditing, in recruiting companies, consulting companies, the real estate industry and all professional fields and departments concerning legal issues (e.g. contract management, finance department etc.), in banks, insurance companies, associations, international organizations and the public sector.
 - independent and /or supportive professional activities in banks, insurance companies and financial services companies (especially asset management, corporate finance, private wealth management, global equities & markets, transaction services, investment banking, corporate banking) as well as at auditors and tax consultancies in all departments as well as in businesses

Guideline Internships for B.Sc. Business Administration (Practical Track)

of all types in the departments of corporate communications, accounting, financial bookkeeping, corporate assessment, controlling, risk management, corporate finance, corporate law and taxation as well as in the executive management.

- independent and /or supportive professional and management activities for brand companies and consumer goods producers, in the luxury goods and fashion industry, at media and market research companies, agencies as well as in business consultancies in all departments as well as in businesses of all types in the departments of procurement, logistics, operation management, marketing, brand management, market research, advertising, social media, human resources, trade and distribution, public relations, customer service, customer care, corporate communications, controlling, risk management, research and development as well as corporate social responsibility.
- independent and/or supportive professional and management activities in all kinds of companies in the areas/departments of data management, business and data analytics, digital transformation/business development, software development, IT project management, IT consulting, IT management/IT department, process management, information system management as well as in the executive management.
- independent and/or supportive professional and management activities in businesses of all types in the departments of procurement, logistics, operation management, marketing, brand management, market research, advertising, social media, trade and distribution, public relations, corporate communications, human resources management, accounting, financial bookkeeping, corporate assessment, controlling, risk management, corporate finance, research and development, corporate social responsibility, corporate law and taxation, change management as well as in the executive management.
- independent and/or supportive professional and management activities in media, communications and advertising companies, PR agencies, business and communications consultancies in all departments as well as in businesses of all types in the departments of marketing, brand management, market research, advertising, social media, public relations, corporate communications and corporate social responsibility as well as journalistic activities.
- independent and/or supportive professional and management activities in personnel consultancies, organizational and business consultancies as well as market research companies in all departments as well as in businesses of all types in the departments of marketing, brand management, market research, advertising, social media, corporate communications, human resources management (personnel consultancy and development, executive development), corporate social responsibility as well as change management.
- independent and/or supportive professional and management activities at tour operators, travel agents, event and incentive agencies, (travel) transport companies as well as in destination management organizations, hotels, major leisure organizations, transport infrastructure organizations, congress centers and exhibition halls in all departments as well as in businesses

of all types in the departments of marketing, public relations, corporate communications and human resources management.

2. An **internship** can be performed **full-time** or **part-time**.
3. The Career Center decides if the formal requirements for the **recognition of the practical phase** have been met. In cases of doubt, the responsible course director will be consulted.
4. In the **case of an objection**, the **examination board** will decide.

§ 3 Organization and Duration of the Internship

1. The **total duration** is **26 weeks** in full-time, respectively longer in part-time.
2. The practical phase usually takes place at the end of the study program, but can also take place at any time during the course of the study program.
3. Depending on the requirements of the company and/or scheduling possibilities various time frames are also allowable, as long as the **duration of the internship does not fall below four weeks per block**.

§ 4 Recognition of Internships during the Study Period

1. To credit an **internship** that is carried out **during the study period**, the following requirements must be fulfilled before and after the internship. If these requirements are not met, the internship is regarded as uncompleted. If the submitted verifications do not comply with the above mentioned requirements, the student will be given a one-time **opportunity for amendment**. If the amendment does still not meet the requirements, the internship cannot be recognized and must be repeated.
2. **Before the start** of the respective internship, the student must name a **supervisor** in the company for the respective internship, who will function as a contact person for any questions that might arise, and provide basic information (including company data and contact details of the supervisor in the company) about the practical phase.
3. **Within three months after the end of the internship**, the student has to upload the obligatory internship documents (letter of recommendation and report) at the e-campus.
4. The module "Internship" is considered passed, if every practical experience phase was successfully demonstrated by a **report** (consisting of a term paper and a written report). Should it be established that the practical experience phase does not meet the requirements, the corresponding practical experience phase has to be repeated. If however only the formal design of the practical experience phase does not meet the requirements, this may be rectified once. If this rectification

again does not meet the requirements, the appropriate practical experience phase is regarded as failed.

5. The report consists of a description of job responsibilities as well as a written paper on a topic from the corresponding area of the company. The topic has to be agreed upon with the person responsible for the module. The application has to be submitted via the e-campus. The number of words must be between 6,000 and 7,000. Of these, a maximum of one third may be on the job description. This assignment will be graded as "(not) passed".

6. The following **aspects** have to be incorporated into the paper presentation:

The **internship report** should be composed in such a way that a reader from outside the company but versed in business studies can understand the content. The report must contain in its introduction the basic data of the internship, i.e. i.e. a short description of the company and the company sector, the job activities as well as a short evaluation of the practical phase with regard to the acquired knowledge. In the main part, a scientific paper is written on a topic from the corresponding area of the company. The formalities and criteria of a scientific paper have to be followed.

7. The **letter of recommendation** must be written in German or in English and must have a date of issue. The internship may only be credited up to the date of issue. Furthermore, the exact period of the practical phase and the field of activity must be stated in the letter of recommendation, which must be signed by an authorized representative of the company.

§ 5 Recognition of Internships before Commencement of Studies

1. **Practical phases** completed **before the commencement of studies** may be recognized in form of internships and full- or part-time jobs if they comply with the provisions of § 2 and § 3.
2. Applicants or students who can demonstrate **completed vocational business management training** may have this recognized according to para. 1 as a practical phase (internship) if the training complies with the provisions of § 2 and § 3.
3. The completed practical phases must be demonstrated by **appropriate documents** (e.g. letter of recommendation from an internship or, in the case of vocational business management training, the training certificate of the company and the vocational school certificate). In addition, a report must also be prepared in accordance with the provisions of § 4.
4. **Within three months after the beginning of the studies**, the student has to upload the obligatory internship documents (letter of recommendation and report) at the e-campus.
5. The admissions committee **checks and recognizes the documents** – in coordination with the responsible person for the module. The result will be confirmed in writing.

§ 6 Final Provisions

1. The responsibility for compliance with deadlines and requirements lies with the students.
2. This guideline comes into force with effect from March 1st 2023 and applies to all bachelor students having taken up their studies as of the summer semester 2024.

Please note: This is a translation of the original German text. Should there be any discrepancies between the English translation and the original German version, the original text shall prevail.

Dortmund, 12.04.2023



Prof. Dr. Ingo Böckenholt

Dortmund, 12.04.2023



Laura Ermel

President of the ISM International School of Management