



AARHUS
BSS

SCHOOL OF BUSINESS AND SOCIAL SCIENCES
AARHUS UNIVERSITY



Intern

MA in International Business Communication
- English, French, Spanish or German



Why an intern from Aarhus BSS?

An internship should always be mutually beneficial for the student intern and the host organisation. The intern provides the host organisation with his or her qualified labour and knowledge and in return gets to try out his or her theoretical knowledge in practice. This way, the intern achieves a deeper understanding of his or her field and of specific subject areas. Not least, the intern gets an insight into how theory and practice complement each other. The host organisation gets a committed employee who, apart from supporting the daily workload, can offer an insight into the latest knowledge within the field and may stimulate the professional development of the host organisation.

GOOD OPPORTUNITIES FOR COLLABORATION

An internship often results in a continuous collaboration. Very often, the internship inspires the intern to work with a specific topic in his or her Master's thesis. Just as often, the host organisation and the intern make an agreement that a specific issue

or problem in the organisation should constitute the topic of the Master's thesis. This means that in many cases, the Master's thesis is written in collaboration with the student's former host organisation.

MUTUALLY REWARDING

By agreeing to host an internship, the organisation gains an additional resource who can support the daily workload, contribute to solving specific tasks, offer new perspectives on current issues and provide insight into the latest knowledge within the field. Through empirical studies which focus on the organisation, the host organisation can also get qualified input for its activities and for its continuous theoretical knowledge development. In addition, the host organisation gets an opportunity to present itself as an attractive workplace. The student gains relevant business experience and the opportunity to establish a network that may be useful when he or she goes out looking for a job after graduation.



Expectations for the intern, the host organisation and the supervisor from Aarhus BSS

An intern from Aarhus BSS is always a Master's degree student. The student is still in the process of learning and acquiring competences, and an internship constitutes one among several elements on a student's degree programme. Nonetheless, Master's degree students have acquired a basic skill-set, tools, methods and vocational competences and are highly qualified to perform various job tasks. The internship is meant as a means by which the students can put their knowledge into practice and hone their skills. Thus, it is always recommended that prior to the internship, the host organisation and the intern reconcile their mutual expectations in relation to work assignments, etc.

REQUIREMENTS FOR THE STUDENT

During the internship, the student is expected to take responsibility for his or her work assignments, to reflect on the learning achieved and consider how theory and practice correlate - and to represent Aarhus BSS in a professional manner and in manner which reflects a high academic level.

ACADEMIC ASSIGNMENT

As the internship replaces one or more courses on the Master's programme, the host organisation must seek to ensure that the student obtains a well-founded insight into and knowledge about the organisation, its tasks and responsibilities. This is important, as the intern must write an academic assignment following the internship, in which he or she, as a minimum, reflects on the academic learning outcome of the internship

and relates this to the theoretical knowledge already acquired on the degree programme.

REQUIREMENTS FOR THE HOST ORGANISATION

The host organisation is expected to assign relevant work assignments of a high professional level to the intern, offer professional guidance and provide qualified insight into the nature of the organisation. The complexity and difficulty of the assignments should of course not exceed what can be expected of a student who has not yet graduated. The student should also be able to solve the assignments within the agreed internship period.

APPROVAL OF THE INTERNSHIP

To ensure that the internship takes place on the basis of a clear reconciliation of expectation between the parties involved and that the internship is academically relevant to the student, Aarhus BSS will appoint an internal academic supervisor. The supervisor must approve the internship to ensure that the intern's workload and assignments are at a sufficiently high level and are relevant for the student's training and educational profile.

Before the internship, the prospective intern and the host organisation enter into an internship contract which helps to clarify the expectations for the collaboration, so that it has been clearly defined beforehand what both parties can expect from the collaboration, including the nature of the work assignments the student will be solving and how the internship period is structured.

The duration and structure of the internship

The duration of the internship depends on the overall structure of the student's degree programme. Usually, the internship period is expected to equal 10 or 20 ECTS credits, which typically corresponds to 2-3 months of full-time work. The duration of the internship period is agreed prior to the commencement of the internship.

CONCURRENT STUDY-RELATED ACTIVITIES

Because the internship does not constitute all of the student's workload on the given semester, it should be expected that the student will also be involved in other study-related activities concurrently with or immediately following the internship. This may entail a part-time internship, where the student spends 3-4 days per week working at the host organisation and 1-2 days attending classes or doing coursework. This is necessary due to the newly implemented rules that all full-time university students are subject to. According to the so-called study progress reform, a full-time student is obligated to be actively enrolled, which means that he/she must obtain at least 30 ECTS per semester.



How can an intern from the MA in International Business Communication contribute?

The Master's degree programmes in International Business Communication are two-year programmes that build on the three-year Bachelor's programme in International Business Communication. Upon completing the programme, the student is awarded the title of Master of Arts in International Business Communication. The overall focus of the Master's degree programmes in International Business Communication - English, French, Spanish or German - is to qualify the students to plan, manage and carry out highly specialised communication and dissemination tasks in Danish and in the foreign language in private and public companies and organisations.

COMMUNICATIVE AND BUSINESS LANGUAGE COMPETENCES

During an internship and by carrying out specific work assignments, a Master's degree student in international business communication is expected to test his or her basic communicative and business language competences and to acquire relevant practical knowledge within his or her field.

THE LATEST KNOWLEDGE

All companies and organisations that act in a global world know that targeted and effective communication with foreign partners and markets is the key to success. On the basis of the latest research-based knowledge about international market communication, specialist communication, business communication, culture and

dissemination, students on the Master's programme in International Business Communication may contribute to solving many of the tasks and professional issues faced by companies and organisations that operate internationally, such as:

- Handling press relations and preparing press releases
- Preparing media and communication plans
- Preparing market analyses and target group segmentation
- Editing and localising websites
- Preparing corporate brochures and advertising material
- Translating economic, technical and legal* texts to and from the foreign language
- Interpreting* in negotiations and business meetings
- Performing quality assurance of the company's communication
- Developing terminology and lexicographical material including term bases
- Conducting information searches and data processing as well as documentation
- Implementing language and translation software tools
- Project management of language and communications-related work processes and work flows

*Legal translation and Interpreting may be carried out by interns who are taking these supplementary subjects as part of their degree programme.

