

27657 - Internships II

Syllabus Information

Academic year: 2023/24

Subject: 27657 - Internships II

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 450 - Degree in Marketing and Market Research

ECTS: 5.0

Year: 4

Semester: Second semester

Subject type: Optional

Module:

1. General information

In this subject the competencies developed throughout the degree are put into practice through the realization of practices in companies and institutions. Among other goals, the aim is to contribute to the comprehensive training of the students complementing their theoretical and practical learning, facilitating the knowledge of the working methodology adapted to the professional reality, favouring the development of technical, methodological, personal and participative competences, obtaining a practical experience that facilitates insertion in the labour market and improves their future employability, or favouring the values of innovation, creativity and entrepreneurship.

These approaches and goals are aligned with the Sustainable Development Goals (SDGs) of the 2030 Agenda of United Nations (<https://www.un.org/sustainabledevelopment/es/>) and certain specific targets, such that the acquisition of the learning results of the subject will contribute to some extent to the achievement of target 4.7 of Goal 4, and target 8.5 of Goal 8.

2. Learning results

- Be able to apply the theoretical knowledge acquired, putting it into practice in the development of a work outside the educational field, supervised, directed and linked to the exercise of the activity in an appropriate professional environment.
- Be able to fulfill the commitments acquired with the collaborating entity and with the University in relation to the internship.
- Be able to adequately write the interim report and the academic report in which the proposed objectives and those achieved, as well as a detailed description of the activities developed.
- Be able to adequately present the internship report to the tutor.
- Be able to establish the relationship between the work performed and the contents of the degree, both with respect to general and specific competences and to skills and attitudes.
- Be able to evaluate the process and make proposals for improvement

3. Syllabus

Not applicable

4. Academic activities

This subject has a load of 5 ECTS that entail 125 hours of dedication of the student whose distribution will be determined in each case by mutual agreement between the collaborating entity and the student with the approval of the academic tutor . The approximate estimate of the hourly distribution is:

Face-to-face work at the entity where the internship is carried out = 95 hours

Meetings with the academic tutor = 6 hours

Preparation of interim report, academic report and preparation of presentation 24 hours

TOTAL = 125 hours

5. Assessment system

The final grade will be the result of the weighted average of the grades of the evaluation activities as shown in the following table the following is indicated below:

- A report on the placement drawn up by the student (50%), consisting of: an intermediate version/report drawn up in the middle of the placement (10%), a final academic report drawn up after the end of the placement (30%) and a presentation of this report to the academic tutor (10%).
- Development and acquisition of competencies during the internship based on the organization's Mentor Report (50%).