

27657 - Internships II

Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa
Degree	450 - Degree in Marketing and Market Research
ECTS	5.0
Course	4
Period	Second semester
Subject Type	Optional
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

The learning process designed for this course is based on an active method, given that the student is integrated in a private or public organization to take an apprenticeship in it. The student becomes the agent of his/her own education through personal research, direct contact with reality and the experience with the work group where he belongs. This method is based on:

A strong motivation in the learning process

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A growing difficulty

The establishment of a bridge between academic theoretical abstraction and practical reality.

The detection of errors

The student's autonomy

The acquisition of skills in the search for information

5.2.Learning activities

A range of activities will be offered to the student to help him/her achieve the expected goals:

Tutorials and presentation of the work placement report.

Working hours adapted to the needs of the partner company and of the student. Individual work: The student will write a preliminary work placement report, an academic report and will present the academic report.

5.3.Program

5.4.Planning and scheduling

This subject is worth 5 ECTS credits, which amounts to 125 hours for the student. The distribution of the schedule will be the following:

Activity: Work in the firm where the apprenticeship is done: 95 hours

Activity: Meetings with the academic tutor: 6 hours

Activity: Writing of the preliminary work placement report, of the academic report and its presentation: 24 hours

5.5.Bibliography and recommended resources

There are no bibliographical sources for this subject