

INTERNSHIP

Course code	<i>MNG144_1</i>
Compulsory in the programmes	<i>Business Management and Marketing</i>
Level of studies	<i>Undergraduate</i>
Number of credits	<i>6 ECTS; 2 hours of theory, 4 hours of consultations, 21 hours of self-study, 135 hours of internship in a company</i>
Course coordinator (title and name)	<i>Deimantė Butkė, PhD Cand.</i>
Prerequisites	<i>Marketing Principles</i>
Language of instruction	<i>English</i>

THE AIM OF THE COURSE

The course is designed for the practical application of knowledge and skills that were acquired during studies. Students are expected to apply many various managerial tools to a specific company situation and draw reasonable solutions from the analysis. The internship is carried out in two stages.

The first stage of the internship takes place during the IV-V semesters. The Career and Partnership Center announces the detailed schedule for the internship and other administrative information at the end of the III semester.

The purpose of the first stage of the internship is to familiarize with the key marketing activities of the product or service withing the organisation, with a focus on marketing mix comparing to key competitors, consumer journey and assessment of strengths and weaknesses (on a product or service level). The duration of the first stage of the internship in the company is at least 135 hours.

At the end of the first stage of the internship, students prepare a **marketing report** of 4000-5000 words, in which they briefly present (detailed requirements are presented at the beginning of the internship):

1. Information about the company and the product it offers.
2. A marketing mix for the product/service (not the company), including a comparison of each marketing mix element with those of the three closest competitors.
3. An explanation of the consumer's journey.
4. An analysis of the product's strengths and weaknesses.
5. Reflection.

MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES, ASSESMENT AND TEACHING METHODS

Course level learning outcomes (objectives)	Degree level learning objectives	Assessment methods	Teaching methods
CLO1. To perform analysis of the company's internal factors.	BLO1.1. BLO1.2.	Lecture, preparation of internship report, internship in company	Internship report
CLO2. To collect data on a company (on its product or service level) which operates in local or foreign market for the analysis.	BLO1.1. BLO1.2.	Lecture, preparation of internship report, internship in company	Internship report
CLO3. To pursue marketing mix analysis, consumer's journey analysis and to identify its strengths and weaknesses.	BLO1.1. BLO1.2.	Lecture, preparation of internship report, internship in company	Internship report
CLO4. To suggest strategic guidelines for the company (SBU): to transform SWOT into TOWS and suggest particular actions.	BLO1.1. BLO1.2.	Lecture, preparation of internship report, internship in company	Internship report

CLO5. To present findings in written form, reasoning proposed decisions	BLO4.1. BLO4.3.	Lecture, preparation of internship report, internship in company	Internship report
CLO6. To familiarize with company's practical activities, to assure everyday fluent tasks' completion as assigned by direct supervisor in the company.	BLO1.1. BLO4.1	Internship in a company	Company representative's evaluation of student's activities during the internship

ADDITIONAL REMARKS

- The student must ensure that the companies where the internships are conducted allow the use of the company's name and data for the purpose of reports.
- If the internship in the company ends before the report are prepared, the student must ensure that they maintain communication with the company and have the opportunity to obtain the necessary data.
- If a student works in the analyzed company during the internship, they must submit an employment certificate to the Career Center by the deadline specified in the internship schedule.
- Students who work in the analyzed company only during the internship period and solely for the purpose of the internship, without having any other employment relationship with the internship company, must sign a tripartite agreement between ISM, the company, and the student by the deadline specified in the internship schedule.
- After the completion of the internship, a feedback survey is sent to the internship supervisor in the company via email, which must be completed by the deadline specified in the internship schedule.
- It is not allowed to conduct the internship in companies where the student is in a managerial position or is an owner of the company. Additionally, the assigned internship supervisor in the company cannot be a family member (spouse, sibling, parent) of the student. Exceptions may be made at the discretion of the internship lecturer.
- The feedback from the internship supervisor in the company serves as a legal basis for granting credits for the Internship subject. Failure to receive feedback will result in a failing evaluation of the Internship subject, regardless of whether the evaluation of the internship reports was passing or not.

ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM remind students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

Cheating prevention is assured by variety of methods:

- there is a huge variety of companies where internship is implemented, thus each report to a certain extent is individual;
- real time problems have to be solved in internship reports, thus previously solved problems loose relevance.

INTERNSHIP DOCUMENTS

- Tripartite internship agreement/employment certificate (submitted to the ISM Career Center within the specified deadline in the internship schedule).
- Feedback from the assigned internship supervisor in the company regarding the student's internship (in electronic form, to be filled out by the assigned internship supervisor in the company).

COURSE OUTLINE

Semester	Activity	In class hours
FIRST STAGE		
<i>End of III semester</i>	Introduction Presentation of the requirements for the first stage of the Business Management and Marketing program internship. Guidelines on how to prepare an internship report (a report focused on internal marketing analysis of the product/service).	2
<i>IV-V semester</i>	Internship at the company Preparation of marketing report Consultation (<i>not compulsory, organized according to the schedule at the beginning of the internship</i>)	2+2
	Total:	6

FINAL GRADE COMPOSITION

Task type	Impact for final grade, %
Preparation of report – marketing analysis	100%
The process of conducting the internship (evaluated by the assigned internship supervisor in the company)	Not graded, but it is mandatory for obtaining the final grade.
In total:	100%

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

The marketing analysis report is designed to assess the student's ability to conduct an internal analysis of a real company, gather data, and summarize it. Data for the marketing analysis report is collected during the first stage of the internship. The marketing analysis report should have a length of 4000-5000 words (counting from the introduction to the conclusions). The report must be formatted according to APA style requirements. Detailed requirements for the internship report will be provided at the end of the third semester.

The student submits the report (excluding appendices and reference list) to the Turnitin system for similarity check and the full paper to the e-learning system within the specified deadline in the internship schedule. Word documents are uploaded to both the Turnitin and e-learning systems.

The evaluation of the internship (feedback from the internship supervisor in the company) is intended to assess the student's performance in the internship process and their general skills. The assigned internship supervisor in the company cannot be a family member of the student (spouse, sibling, parent). When evaluating the student's internship, the internship supervisor assesses their ability to apply systematic, critical, and constructive thinking to solve practical business problems, their ability to communicate effectively with different target audiences, and their ability to propose ethical and socially responsible solutions.

Failure to submit or receiving failing feedback from the internship supervisor in the company may result in the annulment of the internship grade, as decided by the Study Commission. In case of any questions regarding the provided qualitative assessment, the university may contact the internship supervisor in the company.

The internship supervisor in the company evaluates the internship process upon its completion. The university sends the evaluation form for the student's internship to the internship supervisor via email, which the supervisor must complete within 5 working days. Before the start of the internship, the student must inform the internship supervisor in the company that they will receive the student's internship evaluation form upon the completion of the internship.

RETAKE POLICY

If a student receives a final failing grade for the course, they have the right to prepare an internship report in the end of 5th semester, by the deadline specified in the internship preparation schedule. The internship report consists of marketing analysis of the company, as well as identification of business problem. The length of the revised company analysis report should be 4000 words (counting from the introduction to the conclusion). Internship report must be formatted according to APA requirements. Detailed requirements for the internship report are provided in the e-learning system. The student submits the internship report (excluding appendices and bibliography) to the Turnitin system for similarity check, and the full paper to the e-learning system, by the deadline specified in the internship schedule. Word documents are uploaded to the Turnitin and e-learning systems. The evaluation of the internship report constitutes 100% of the final grade.

REQUIRED READINGS

1. Mooradian T.A., Matzler K., Ring L.J. Strategic Marketing. New Jersey: Pearson Higher Education, 2012. 384. ISBN 0137136978
2. Aaker D.A. Strategic Market Management. New York: John Wiley and Sons, Inc., 2008.

DEGREE LEVEL LEARNING OBJECTIVES

Learning objectives for the Bachelor of Business Management

Programmes:

International Business and Communication,

Business Management and Marketing, Finance,

Industrial Technology Management

Learning Goals	Learning Objectives
Students will be critical thinkers	BLO1.1. Students will be able to understand core concepts and methods in the business disciplines
	BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions
Students will be socially responsible in their related discipline	BLO2.1. Students will be knowledgeable about ethics and social responsibility
Students will be technology agile	BLO3.1. Students will demonstrate proficiency in common business software packages
	BLO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	BLO4.2. Students will be able to convey their ideas effectively through an oral presentation
	BLO4.3. Students will be able to convey their ideas effectively in a written paper

Learning objectives for the Bachelor of Social Science

Programmes:

Economics and Data Analytics,

Economics and Politics

Learning Goals	Learning Objectives
Students will be critical thinkers	ELO1.1. Students will be able to understand core concepts and methods in the key economics disciplines
	ELO1.2. Students will be able to identify underlying assumptions and logical consistency of causal statements
Students will have skills to employ economic thought for the common good	ELO2.1. Students will have a keen sense of ethical criteria for practical problem-solving
Students will be technology agile	ELO3.1. Students will demonstrate proficiency in common business software packages
	ELO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	ELO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	ELO4.2. Students will be able to convey their ideas effectively through an oral presentation
	ELO4.3. Students will be able to convey their ideas effectively in a written paper