

Guidelines governing „Compulsory Internship“ in the Master´s Programme Applied Business Administration (12W, L 066 918)

Department of Marketing and International Management (MIM)

Regulations governing Compulsory Internship – Part 13 of the Business Administration Curriculum

Section 13 of the curriculum for the Master's degree programme in Applied Business Administration (version 12W, valid from 1 October 2012, study code L 066 918) provides for the completion of a relevant internship.

The framework conditions for the relevant work placement are defined as follows:

1. *Im Laufe des Masterstudiums ist eine in Bezug auf den gewählten Studiengang fach einschlägige Praxis in einem in- oder ausländischen Betrieb, der öffentlichen Verwaltung oder einer Nonprofit-Organisation zur Erprobung und praxisorientierten Anwendung der erworbenen Kenntnisse und Fähigkeiten zu absolvieren. Die Praxis darf nicht im letzten gemeldeten Semester absolviert werden.*
2. *Bei der Praxis handelt es sich vorzugsweise um ein Projekt. Das Praxisprojekt bzw. der Praxisplatz bedarf der Zustimmung durch eine betreuende Universitätslehrerin bzw. einen betreuenden Universitätslehrer.*
3. *Die Praxis ist für die Dauer von vier Monaten, in der Regel innerhalb eines Semesters, abzulegen. Die Wochenarbeitszeit hat mindestens 30 Stunden zu umfassen. Der Praxis sind 18 ECTS-Anrechnungspunkte zugeordnet.*
4. *Berufstätige Studierende können die Praxis auch an ihrem Arbeitsplatz durchführen, soweit es sich um ein abgeschlossenes Projekt handelt und die oben genannten Bestimmungen des Curriculums eingehalten werden.*
5. *Im Anschluss an die Praxis, spätestens jedoch im zweiten darauf folgenden Semester, ist ein Seminar im Ausmaß von 1 ECTS-Anrechnungspunkt zur Aufarbeitung der Praxis zu besuchen, in dem die gewonnenen Erfahrungen in einem schriftlichen Bericht aufgearbeitet und wissenschaftlich reflektiert werden.*
6. *Es wird empfohlen, die Praxis im zweiten oder dritten Semester des Masterstudiums zu absolvieren.*
7. *Die Praxis einschließlich der Aufarbeitung entfällt auf Antrag, wenn der/die Studierende zumindest ein Semester im Ausland studiert und den Nachweis von 12 ECTS-Anrechnungspunkten erbringt. Im Rahmen des Auslandsstudiums erworbene ECTS- oder vergleichbare Anrechnungspunkte (credits) sind in diesem Fall nicht auf Pflichtfächer, gebundene oder freie Wahlfächer des Masterstudiums Angewandte Betriebswirtschaft anrechenbar.*

Regulations governing Compulsory Internship in the field of Marketing and International Management

- A valid enrolment in the Master's degree programme.
- It is recommended to complete the relevant internship in the 2nd or 3rd semester. The internship should not be completed in the last registered semester.
- Marketing courses totalling at least 12 ECTS (completed in the Master's and/or Bachelor's degree programme).
- Positive statement from the Department of Marketing and International Management on the

practical application (forms "[Definition of the internship at the MIM Department](#)", "[Registration for the Compulsory Internship - Marketing and International Management](#)").

Practice positions

You are welcome to look for an internship yourself. Once you have found a suitable work placement, please register using the appropriate form. When registering, please ensure that you use the form corresponding to your study plan (ABW 12W or BW 22W).

On the following pages you will find a wide range of practical offers:

- **Compulsory Internship:** <https://www.aau.at/unternehmensfuehrung/marketing-und-internationales-management/studium/pflichtpraktikum/>
- **AAU Career Service:** <https://www.aau.at/alumni-karriere/#karriere-service>

Important steps for completing the Compulsory Internship

Step 1: Registration for the compulsory internship

The internship (or the part of the professional activity that is to be considered an internship) must be **registered** before the start of the internship.

Please send the **completed form "[Definition of the internship at the MIM Department](#)"** as well as **proof of success (Bachelor's degree and marketing courses)** and the "[Registration for the Compulsory Internship - Marketing and International Management](#)" corresponding to your degree programme by e-mail to sonja.grabner@aau.at.

The application should already have been confirmed by the organisation/company. If the organisation/company providing the work wishes, a joint discussion can take place to clarify the content of the internship. The internship will be approved after reviewing the "Application for internship" form, the proof of success and the "Marketing internship agreement".

In addition - for all curricula - students **must also register in ZEUS for "603.104 Internship in Marketing & International Management"** so that the **ECTS** points for the internship can be recognised.

Step 2: Realisation and support

During the internship semester, students have the opportunity, but not the obligation, to take advantage of supervision from the Department of Marketing and International Management. This supervision should generally serve to clarify open (formal) questions and any problems that may arise during the internship semester. However, the supervision can not be for the purpose of working on project content.

It is recommended to make preparations (notes etc.) for the workplace report during the internship.

Step 3: Completion of the internship and review of practical experience

After completing the internship, the company or the internship provider must sign the form "[Confirmation of the Compulsory Internship - Marketing and International Management](#)". Please send this confirmation by e-mail to sonja.grabner@aau.at.

Following the internship, but at the latest in the second following semester, the **course "Review of Internships in Marketing"** must be attended (WS 603.152 and SS 603.141).

Workplace report

The workplace report should comprise approx. 20 pages (excl. Cover sheet and indexes) and contain the following cornerstones:

1. Presentation of the company and the industry
2. Outline of the problem
3. Description of the project steps and/or fields of activity
4. Presentation of selected results
5. Presentation of own learnings

Seminar Review of Internships in Marketing

Following the internship, but at the latest in the second subsequent semester, a seminar worth 1 ECTS credit point must be completed to review the internship. The internship report as well as the project and the knowledge gained from it must be presented in the seminar "Review of Internships in Marketing".

Evaluation

The completion of the internship semester confirmed by the company is the prerequisite for a confirmation of the successfully completed internship semester. Please note that the ECTS credits for the "Practical experience" and "Review of Internships in Marketing" are only issued after the "Review of Internships in Marketing" seminar has been successfully completed.