

**Guidelines governing „Relevant Practical Work“
(free electives) in the Bachelor´s Degree Programme
(International) Business Administration
(18W, L 033 518)**

Department of Marketing and International Management (MIM)

Regulations governing Relevant Practical Work – Part 15 of the (International) Business Administration Curriculum

Studierende sind berechtigt, freie Wahlfächer im Ausmaß von 6 ECTS-Anrechnungspunkten durch eine facheinschlägige Tätigkeit in der Praxis zu ersetzen. Die facheinschlägige Tätigkeit in der Praxis ist einem der Fächer der gewählten Fächerkombination (Gebundenes Wahlfach I, § 10) zuzuordnen. Die Tätigkeit muss im Ausmaß von mindestens 8 Wochen (mindestens 20 Stunden Wochenarbeitszeit) absolviert werden. Es ist ein Tätigkeitsbericht zu verfassen, der die Praxistätigkeiten und -ergebnisse dokumentiert. Die Approbation des Tätigkeitsberichtes und die Bestätigung des ordnungsgemäßen Nachweises der geforderten Leistungen erfolgt durch die Studienprogrammleiterin bzw. den Studienprogrammleiter auf Vorschlag der Prüferin bzw. des Prüfers des gewählten Faches.

Regulations governing Relevant Practical Work in the field of Marketing and International Management

- **Minimum 8 weeks** of practical work (during the semester or in the lecture-free period)
- **At least 20 hours** per week
- Relevant activity (assignment to the subject Marketing is possible)
- Workplace report (see below)

Administrative processing

1. Contact & registration process

If possible, send an e-mail to Prof Grabner-Kräuter (sonja.grabner@aau.at) with the following information before the start of your practice:

- Brief description of the company/department
- Description of the expected activities (incl. time period)
- Proof of the courses already completed (SBWL Marketing I, SBWL Marketing II, SBWL Marketing III)
- Please attach the completed registration form "[Relevant Practical Work in the field of Marketing - Registration](#)" to the e-mail

2. Content examination and registration for the course

Your application will be checked for suitability in terms of content. Particular attention will be paid to ensuring that the activity described is suitable for applying the knowledge and skills you have acquired in a practice-orientated manner. In addition, it will be checked whether you have completed the relevant courses and examinations. Once your application has been approved, you have to register for the course "**601.100 Relevant professional activities in practice**" in the University of Klagenfurt's campus system so that your ECTS credits can be recognised accordingly.

3. Completion of the relevant practical work

During the relevant practical phase, it is possible (but not necessary) to take advantage of supervision from the Marketing and International Management department. This supervision primarily serves to clarify open questions and provide support in the event of problems during the practical phase, but not to work on the content of the project. It is recommended that you take regular notes during the practical phase for the preparation of the workplace report.

4. Project completion and submission of the workplace report

After completing your relevant practical training, please send another e-mail to Prof Grabner-Kräuter (sonja.grabner@aau.at) with the following information:

- Workplace report with signed declaration on honour
- Confirmation from the employer of the work performed (form „[Relevant Practical Work in the area of Marketing - Confirmation](#)“)

5. Evaluation

A positive confirmation requires that the students have actually completed the relevant practical work to the extent required by the curriculum and that a qualified workplace report is submitted.

Structure and content of the workplace report

Fundamentals:

- Length approx. 15 pages (without table of contents, bibliography, appendix)
- Tables and figures in the appendix if possible
- Learnings in terms of personal reflection
- For the formal design, the guidelines for scientific work of the Institute of Management should be observed

[\(https://www.aau.at/unternehmensfuehrung/marketing-und-internationales-management/studium/bachelor-masterarbeiten/\)](https://www.aau.at/unternehmensfuehrung/marketing-und-internationales-management/studium/bachelor-masterarbeiten/)

Structure of the workplace report:

- Brief description of the company and the sector
- Description of the activity (literature-based if possible)
 - Foundations (e.g. definition of terms)
 - Processes
 - Methods and instruments
 - Presentation of selected results
- Description of own learnings