

## Guidelines governing “Relevant Work Experience” in the Bachelor’s Degree Programme International Business and Economics (19W, L 033 516)

Department of Marketing and International Management (MIM)

### Regulations governing Relevant Work Experience – Part 15 of the IBEC Curriculum

1. *Over the course of the Bachelor’s degree, **students can gain relevant work experience at a domestic or foreign company, in public administration, at a recognised domestic or foreign post-secondary educational establishment, or a non-profit organisation**, in order to test and apply in practice the knowledge and skills they have gained. Completing relevant work experience falls within the scope of Elective Subjects II (Part 10(2)).*
2. *The internship should ideally comprise a project or, in the case of a post-secondary educational establishment, a research project. **The practical project or, respectively, the practical placement must be approved in advance by a supervising member of the university’s teaching staff.***
3. *Students are explicitly encouraged to complete their work experience at an organisation that operates in the international sphere.*
4. *The **internship should last for three months (no less than 30 working hours per week), or four months (no less than 20 working hours per week)** and should be completed within one semester. Upon successful completion, the relevant work experience is assigned 16 ECTS credits.*
5. *At the end of the internship, students are required to submit a written **work placement report as well as written confirmation of completion** issued by the host organisation. The submission is made to the supervising member of the university’s teaching staff.*
6. *In the case of a positive assessment, the internship is assessed with “participated successfully”; in the case of a negative assessment, it is assessed with “participated unsuccessfully”.*

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

- Internship duration at least three months (no less than 30 working hours/week) or four months (no less than 20 working hours/week).
- A prerequisite for the Relevant Work Experience in Marketing and International Management is the completion of the course BUS 6: Marketing.
- The practical project or internship must be approved in advance by the responsible person at the Department of Marketing and International Management ([sonja.grabner@aau.at](mailto:sonja.grabner@aau.at)).

## Administrative processing

### 1. Contact & registration process

Please contact Prof. Grabner-Kräuter ([sonja.grabner@aau.at](mailto:sonja.grabner@aau.at)) before the start of the internship with the following information:

- Short description of the company/department
- Description of the expected activities (incl. time frame)
- Proof of courses already completed (minimum requirement: BUS 6: Marketing)
- Completed registration form "[Relevant Work Experience - Registration](#)"
- Interested students take the course "603.104 Internship in Marketing & International Management".

### 2. Completion of internship and workplace report

- After the internship, a workplace report must be written to document the practical activities and results. The workplace report must be presented in the course "**Reviews of Internships in Marketing & International Management (603.141 or 603.152)**".
- At the end of the internship, the provider must sign the "[Relevant Work Experience - Confirmation](#)" form. This document must be sent to the Department of Marketing and International Management ([sonja.grabner@aau.at](mailto:sonja.grabner@aau.at)).

## Structure and content of the workplace report

**The activity report consists of the following (minimum) components:**

- Brief description of the company
- Brief description of the fields of activity
- Comments on the activities in the light of the previous learning from the study (focus on marketing and international management)
- Key learning for you

Length: Approx. 12.000 – 15.000 characters (incl. spaces)

**Guiding questions:**

- What did you do and how did you manage your tasks?
- What surprised you? What would you have imagined to be completely different?
- What seems particularly relevant to you from a marketing/international management perspective?
- What are challenges in the field of activity and how can they be met?