

1. BASIC DATA

Module	External Academic Internships
Degree program	Máster Universitario en Dirección de Empresas MBA
School	Facultad de Ciencias Económicas, Empresariales y de la Comunicación
ECTS	6
Credit type	Mandatory
Language	English and Spanish
Delivery mode	Campus bases & online (only in Spanish)
Semester	Second semester
Academic course	2024/2025
Module Coordinator	Félix Burgos
Teachers	Félix Burgos, Mónica Villas, Antonio Madera, Paola Olmedo, Lorenzo Rivarés, Pedro Ortega

2. PRESENTATION

The External Academic Internship Module is a mandatory module of 6 ECTS, where the student will develop the skills and knowledge acquired throughout the theoretical period.

The orientation of the postgraduate course aims to train a professional with companies in different sectors, and especially in the area of interest that is most attractive to the student for his or her future professional development in management, marketing and communication, operations, finance, and at the same time to show the competencies for successful integration into a business team.

These internships are part of the academic content of the program and are evaluated as part of the student's business management training. A unique opportunity to transfer the contents and competencies developed in the master's program to the daily work in a company.

Apply all the competencies of the program in the professional field.

3. LEARNING RESULTS

Knowledges:

- KNO01. Explain how businesses are run, including planning, organizing, leading, and controlling an organization.
- KNO02. Spot economic factors that affect a company's financial performance.
- KNO03. Outline different marketing strategies and channels companies can use to create and sell their products.
- KNO04. Describe the accounting and financial basics that determine a company's financial health.
- KNO05. Recognize factors that affect a company's ethical and sustainable practices, including risks related to environmental and social impact, and efforts to minimize them.

Skills:

- SK02. Communicate the results of a business project clearly, effectively, and persuasively, both in speech and writing.
- SK03. Use digital tools and social media software for business.

Competences:

- CP01. Analyze problems and propose solutions to achieve business goals.
- CP02. Identify, evaluate, and select tools for assessing the impact of decisions on profits, the market, people, and society, considering a comprehensive ethical approach.
- CP03. Spot, analyze, and assess opportunities and risks for businesses in a global and sectoral context across major geographic areas (Europe, USA, and Latin America).
- CP04. Perform a sector analysis, setting medium and long-term strategies for a specific sector.
- CP05. Keep up with new trends and practices in corporate social responsibility policies and define a custom CSR policy for each business.
- CP06. Show business leadership skills in scenarios focused on strategic planning, conflict resolution, motivation, talent attraction, and professional ethics.
- CP07. Understand and use strategic concepts and tools for business structuring and select the best strategic alternative for each market and company.
- CP09. Design plans for different areas (marketing, communication and sales, finance, production, human resources), using coordination criteria among them and aligned with the company's overall strategy.
- CP10. Master the key concepts for sizing new organizational structures and implement plans involving changes and adaptations with resource optimization and knowledge management criteria.
- CP11. Practically and integrative apply the knowledge, skills, and competencies acquired in professional environments related to business management and direction.

4. CONTENTS

The student shall perform professional tasks under the supervision of a supervisor or business tutor, and an academic tutor, who will guide this process of introduction in the practical application of the competencies and contents of the program.

Students on the Digital Technologies specialisation are required to complete their work placements in technology companies or in technology departments of more general companies.

External academic practices are an essential step in student learning. This 6ECTS module comprises several key activities:

Training pills ""driving employability"" in the subject environment.

To carry out compulsory practices in schools arranged by the university: This activity gives the student the possibility to apply and experience the acquired knowledge and to confirm the viability of his actions and procedures in a real environment. The practices can be carried out in a company of any sector and in any area of decision and even in other nonprofit institutions or public companies. All this will be supervised by a tutor and an internship coordinator who will monitor the student's performance during the practical activity. In the online edition it will also be possible to carry out other kinds of practices of this type of teaching.

To carry out the memory of the external academic practices. It will consist of a report on the scheduling of the activities and responsibilities assumed during this period in the company

5. TEACHING-LEARNING METHODOLOGIES

The following are the types of teaching-learning methodologies to be applied:

- ☐ Cooperative learning
- ☐ Project-based learning
- ☐ Learning in simulation environment

6. TRAINING ACTIVITIES

The types of training activities to be carried out and the student's dedication in hours to each of them are identified below:

Presential & online modality (only in Spanish):

Training activity	Number of hours
Preparation of reports and writings	4
Tutorials	8

Internships	138
TOTAL	150

7. EVALUATION

The following is a list of the evaluation systems, as well as their weight in the total grade of the course:

Presential & online modality (only in Spanish) :

Evaluation system	Weight
Internship tutor's report	70%
Student's internship report	25%
Performance assessment	5%

In the virtual campus, when you access the course, you will be able to consult in detail the evaluation activities to be performed, as well as the due dates and evaluation procedures for each of them.

7.1. Ordinary call

In order to pass the course in the ordinary exam, you must obtain a grade higher or equal to 5.0 out of 10.0 in the final grade (weighted average) of the course.

In any case, it will be necessary to obtain a grade higher or equal to 4.0 in the classroom knowledge test, so that it can be averaged with the rest of the activities.

7.2. Extraordinary call

In order to pass the course in the ordinary exam, you must obtain a grade higher or equal to 5.0 out of 10.0 in the final grade (weighted average) of the course.

8. CHRONOGRAM

The chronogram with dates of delivery of evaluable activities of the course is available in each edition and group in the virtual campus.

Activity	Week
Internship report	At the end of the internship

This schedule may be subject to modifications due to logistical reasons. Any modification will be notified to the student in due time and form.

9. BIBLIOGRAPHY

The following is a bibliography related to the topics to be covered in the units:

- Ordenación de las enseñanzas universitarias oficiales:
<https://www.boe.es/buscar/doc.php?id=BOE-A-2010-10542>
- Reglamento de Enseñanzas Universitarias Oficiales de Máster Universitario de la Universidad Europea de Madrid. RD 1393/2007.
- http://universidadeuropea.es/myfiles/pageposts/normativauem/reglamento_oficiales_master_universitario.pdf?_ga=1.55612719.589459876.1385107601

10. EDUCATIONAL GUIDANCE, DIVERSITY AND INCLUSION UNIT

From the Educational Guidance, Diversity and Inclusion Unit (ODI) we offer support to our students throughout their university life to help them achieve their academic achievements. Other pillars of our action are the inclusion of students with specific educational support needs, universal accessibility in the different campuses of the university and equal opportunities.

This unit offers students

1. Accompaniment and monitoring by means of counselling and personalised plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made, that is, in terms of methodology and assessment, for those students with specific educational support needs, thereby pursuing equal opportunities for all students.
3. We offer students different extracurricular training resources to develop different competences that will enrich their personal and professional development.
4. Vocational guidance through the provision of tools and counselling for students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students who need educational support can write to us at: Students with specific educational support needs:

orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters! Universidad Europea encourages you to participate in satisfaction surveys to detect strengths and areas for improvement about the faculty, the degree program and the teaching-learning

process. Surveys will be available in the survey area of your virtual campus or through your e-mail. Your assessment is necessary to improve the quality of the degree.

Thank you very much for your participation.