

## 1. OVERVIEW

<b>Subject Area</b>	Internship I
<b>Degree</b>	Bachelor's Degree in Business Analytics
<b>School/Faculty</b>	Social and Communication Sciences
<b>Ac. Year</b>	Fourth
<b>ECTS</b>	6
<b>Type</b>	Compulsory
<b>Language(s)</b>	Spanish/English
<b>Delivery Mode</b>	On campus
<b>Term</b>	1st
<b>Academic Year</b>	2025-26
<b>Coordinating professor</b>	Gema García Rojas

## 2. INTRODUCTION

As part of the External Internship course, students will complete a practical training period in a company, public institution or non-profit organisation. These environments will enable students to put into practice the knowledge they have acquired and to gain real-life work experience.

They will continue to develop their academic training in a real workplace, where they can build on and apply knowledge in an integrated manner, and be exposed to the demands of a professional environment in marketing, communication and sales departments.

They will have the opportunity to complete their internship either in Spain or in any country whose national and international corporations and institutions have entered into a collaboration agreement with Universidad Europea.

Students will need to attend the working environment of their internship in person. From a procedural point of view, students are required to prepare a professional CV, making use of both the training that they will find on the webpage of the internship course, and advice given by the career department. They may also send their CV to any internships that they find on other internship search systems.

The company will select interns based on applications received. When a student is selected by a company, they will then sign an agreement to formalise the terms of their internship at the company. Internships will be monitored at all times by an academic tutor (as well as a company tutor), who will ensure that students develop the corresponding skills.

At the end of the internship, students will submit a Final Project, which will be part of the assessment process together with the report/questionnaire issued by the external tutor of the centre where the internship is carried out.

### 3. SKILLS AND LEARNING OUTCOMES

#### **Key skills (CB, by the acronym in Spanish):**

- CB2: Students will be able to apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area.
- CB5: Students will develop the learning capacity required to undertake subsequent study with a high degree of autonomy.

#### **Cross-curricular skills (CT, by the acronym in Spanish):**

- CT2: Self-confidence: Ability to evaluate their own results, performance and skills with the self-determination necessary to complete tasks and meet any objectives.
- CT3 - Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to reach common goals.
- CT5: Ability to put knowledge into practice, using the skills acquired in the classroom to mock situations based on real life experiences that occur in the relevant profession.
- CT6 - Adaptability: Students will be able to accept, consider and integrate different perspectives, adapting their own approach as required by the situation at hand, and to work effectively in ambiguous situations.

#### **Specific skills (CE, by the acronym in Spanish):**

- CE02 - Ability to gather and interpret information in order to devise and roll out a Strategic Plan: External and internal strategic analysis; development, selection and introduction of corporate and competitive strategies and strategic control mechanisms.
- CE30 - Ability to work and thrive in multidisciplinary and multicultural teams, while processing information from various sources to achieve the best possible result.
- CE32 - Business orientation: make decisions on the basis that the cost of obtaining information is less than the profit derived from its application.

#### **Learning outcomes (RA, by the acronym in Spanish):**

- RA1: Apply and integrate the knowledge and skills acquired during the Degree course.
- RA2: Solve any problems that arise in the conduct of business.
- RA3: Present information, ideas, problems, solutions and results to customers/users, suppliers, direct superiors, etc.
- RA4: Develop skills and abilities that are only acquired through “action” and which are focused on attention to people.

The following table shows how the skills developed in the course match up with the intended learning outcomes:

Skills	Learning outcomes
CB2, CB4, CT5, CT6, CE2, CE32	RA1: Apply and integrate the knowledge and skills acquired during the Degree course.
CB2, CB4, CT2, CT3, CT5, CT6, CE30, CE32	RA2: Solve any problems that arise in the conduct of business.
CB2, CT2, CT3, CT5, CE2, CE30	RA3: Present information, ideas, problems, solutions and results to customers/users, suppliers, direct superiors, etc.
CB2, CB5, CT2, CT3, CT6, CE30, CE32	RA4: Develop skills and abilities that are only acquired through “action” and which are focused on attention to people.

## 4. CONTENTS

Students will continue to develop their academic training in a real workplace, where they can build on and apply knowledge in an integrated manner, and be exposed to the demands of a professional environment.

They will have the opportunity to complete their internship either in Spain or in any country whose national and international corporations and institutions have entered into a collaboration agreement with Universidad Europea.

## 5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

- Simulation environments

## 6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

Learning activity	Number of hours
Independent assignment	5h
Work placement in companies	140h
Tutorials	5h
<b>TOTAL</b>	<b>150</b>

## 7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

Assessment system	Weighting
Internship tutor's report	70%
Student's Final Project (Report & Reflective Journal)	30%

**IMPORTANT:** Once students have completed their internship, they will need to submit the journal and report within 15 days. A 20% penalty will be applied to the mark of any student who fails to submit them within this period.

On the Virtual Campus, when you open the subject area, you can see all the details of your assessment activities, including the deadlines and assessment procedures for each activity.

### 7.1. Ordinary exam period

To pass the course in the ordinary examination period you must obtain a grade of 5.0 or more out of 10.0 in the final grade (weighted average) for the subject area.

In any case, it will be necessary to obtain a grade of 5 or higher in the company tutor's report and a grade of 4 or higher in the student's final work for these to be averaged with the rest of the activities.

### 7.2. Extraordinary exam period (resits)

To pass the course in the ordinary examination period you must obtain a grade of 5.0 or more out of 10.0 in the final grade (weighted average) for the subject area.

In any case, it will be necessary to obtain a grade of 5 or higher in the company tutor's report and a grade of 4 or higher in the student's final work for these to be averaged with the rest of the activities.

## 8. TIMELINE

The timeline with delivery dates of assessable activities in the subject area is indicated in this section:

Assessable activities	Date
Professional performance in the workplace Workplace (Report from the internship supervisor)	At the end of the curricular internship (150 hours)

Student's final essay about the internship (Report & Reflective Journal)

Within 15 days after the completion of the internship.

The timeline may be subject to modifications for logistical reasons of the activities. Students will be informed of any changes in due time and course.

## 9. BIBLIOGRAPHY

We recommend that you consult the resources below:

Order of Official University Education: <https://www.boe.es/buscar/doc.php?id=BOE-A-2010-10542>

External Student Internship Rules of Universidad Europea de Madrid

[https://universidadeuropea.es/myfiles/pageposts/normativa-  
uem/normativa\\_practicas\\_academicas\\_externas.pdf?\\_ga=2.223442075.1811525089.15315031](https://universidadeuropea.es/myfiles/pageposts/normativa-uem/normativa_practicas_academicas_externas.pdf?_ga=2.223442075.1811525089.15315031)

## 10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

The Educational Guidance and Diversity Unit (ODI in Spanish) offers support throughout your time at university to help you with your academic achievement. Other cornerstones of our educational policy are the inclusion of students with special educational needs, universal access in all our university campuses and equal opportunities.

This ODI unit offers students:

1. Support and monitoring through counselling and personalised student plans for those who need to improve their academic performance.
2. Curricular adaptations to uphold diversity, with assistance for those students who require specific educational support, leading to equal opportunities without significant changes to methodology or evaluation.
3. We offer students a range of extracurricular educational resources to reinforce skills which will enhance their personal and professional development.
4. Career guidance by giving tools and advice to any students who have doubts about their career or think that they have chosen the wrong degree.

Students who need educational support can contact us at:

[orientacioneducativa@universidadeuropea.es](mailto:orientacioneducativa@universidadeuropea.es)

## 11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to complete our satisfaction surveys to identify strengths and areas for improvement for staff, degree courses and the learning process.

These surveys will be available in the surveys area of your virtual campus or by email.

Your opinion is essential to improve the quality of the degree.

Many thanks for taking part.