

## 1. OVERVIEW

<b>Subject area</b>	Internship 1
<b>Degree</b>	Bachelor's Degree in Business Administration and Management
<b>School/Faculty</b>	SOCIAL SCIENCE AND COMMUNICATION
<b>Year</b>	Third
<b>ECTS</b>	6 ECTS
<b>Type</b>	Compulsory
<b>Language(s)</b>	Spanish and English
<b>Delivery mode</b>	On campus
<b>Semester</b>	First and second semester
<b>Year</b>	2023/2024
<b>Coordinating professor</b>	Luis Antonio López Fraile

## 2. INTRODUCTION

The subject area "Internships I" consists of a **practical training period** in companies, public institutions or non-profit organisations, etc., where the student will demonstrate their acquired knowledge and work on real life scenarios.

The objective is to place students in a learning environment within a real workplace, where they can build on and apply their knowledge in an integrative manner, and to involve them in a professional environment. Internships are the best complement for our students in their learning process in higher education, focusing on the acquisition of skills that are suitable for professional practice.

All internships are **completed in person**, regardless of the delivery mode of the student's degree programme. From a procedural perspective, students need to produce a professional CV, using the resources and guidance found on the Internships subject area page and the advice provided by the careers department. They can also use their CV to apply to offers on other internship placement platforms.

Companies will complete a selection process, selecting from the pool of students who have applied for the placement. When a student is selected by a company, an agreement is signed with the company so that the student can complete their internship at the company. Students will always have an academic tutor (in addition to a company mentor), who will ensure they are able to acquire the pre-established skills.

At the end of their placement, students will submit a **Final Project**, which will form part of the assessment process along with a report/questionnaire completed by the external tutor at the internship centre.

### 3. LEARNING OUTCOMES

#### **Knowledge (CON, by the acronym in Spanish):**

CON1. Define the fundamental concepts of business, entrepreneur and the business environment, as well as the key functional areas of a company such as organisation in a market economy.

CON2. Identify the key, relevant information, data and trends, materials and human resources needed for business management and the launching of business initiatives in order to offer solutions with regard to decision-making in business.

CON4. Identify concepts and tools from mathematics, statistics and econometrics that enable better analysis of economic and business variables and a better understanding of business decisions and problems.

CON5. Identify each stage of the process of economic transactions generated by digital content: management and assessment of the whole process of digital payments and collections, including all the agents involved, as well as elements such as fees and frequency of reporting and payments.

CON6. Identify the tools available in the area of production management, including planning, sales forecasting, inventory management and quality control of the production process.

- Describe information, ideas, problems, solutions and results to customers/users, suppliers, line managers, etc.

#### **Abilities (HAB, by the acronym in Spanish):**

HAB2. Solve problems and practical cases using mathematical and data analysis techniques and tools to solve economic issues. Use basic calculus, algebra and programming methods to gain a better understanding of the operational functioning of the company and its environment.

HAB3. Apply practical consultancy actions in different areas of business management that are seen in the real business world.

HAB5. Analyse information to build and implement a strategic plan: External and internal strategic analysis; formulating, choosing and implementing corporate and competitive strategies, as well as strategic control.

HAB6. Analyse financial markets, their structure, agents and products, and apply hedging strategies through the use of derivative products (futures, options, swaps, FRAs, foreign exchange insurance).

HAB7. Analyse consumer behaviour: evaluate and predict behaviour and trends in the different audiences in which consumers are classified in relation to a particular product or service, both geographically and culturally or in terms of population segments.

HAB8. Solve accounting problems and understand the criteria for valuing assets and liabilities. Analyse and interpret the recording and valuation rules of the Spanish General Accounting Plan and the International Financial Reporting Standards.

- Apply and integrate the knowledge and skills acquired throughout the Bachelor's Degree.
- Analyse business-related problems.
- Develop skills and abilities that can only be acquired through practice, which focus on providing services to people.

#### **Skills (COMP, by the acronym in Spanish):**

COMP01. Define, apply and explain the process of general management, identifying its different stages: planning, organisation, management and control.

COMP02. Analyse and evaluate the competitive environment of businesses with a focus on the market, and use this analysis to approach new challenges.

COMP03. Identify and understand a company's accounting, human resources, marketing, sales and production departments, applying the various tools available for their management. COMP04. Analyse, integrate and assess the legal, sociocultural and economic information needed in different decision-making processes.

COMP05. Consider and apply principles of ethics and social responsibility, paying particular attention to environmental management and respect for human rights, in compliance with current law and as an opportunity to reinforce the company's image and production process.

COMP06. Communicate and negotiate in the professional context of business administration and when identifying and implementing processes, systems or certifications that ensure quality service and products.

COMP07. Choose the best financial and tax planning option, as well as available management tools to be applied in the markets and companies in which the activity is carried out. COMP08. Identify technology and innovation strategies, as well as tools for technology assessment and the technological capabilities of a business as a means of growth, development and improvement of its competitiveness.

COMP09. Integrate the different budgets of a company and relate them to the standard technical and economic costs and deviation analysis, interpreting the information provided by the financial statements of a company.

COMP10. Develop, describe and apply the different parts of a business plan in an entrepreneurial process, the sources of financing available for start-ups, and the different tools available to the entrepreneur (business canvas, elevator pitch, etc.) in the different phases of the entrepreneurial process. COMP11. Carry out consultancy research based on experiential learning, with a focus on decision-making in entrepreneurial processes, applying specific knowledge and skills acquired from your studies in a holistic, multidisciplinary and comprehensive way.

## 4. CONTENTS

Completion of an internship in an institution or company, where the student can apply all the contents and skills covered in the degree, demonstrating a high level of independence.

## 5. TEACHING/LEARNING METHODS

The types of teaching-learning methods are as follows:

1. Fieldwork
2. Simulation environments
3. Problem-based learning

## 6. LEARNING ACTIVITIES

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

Type of learning activity (AF, by the acronym in Spanish)	Number of hours
Independent working	15h
Internship	120h
Tutorials	15h
<b>TOTAL</b>	<b>150 h</b>

## 7. ASSESSMENT

The assessment systems, plus their weighting in the final grade for the subject area, are as follows:

Assessment system	Weighting
Report by the internship tutor	45%

Final project by the student (report + reflective journal)	55%
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On the Virtual Campus, when you open the subject area, you'll find details of your assessment activities, including the submission dates and assessment procedures for each activity.

### 7.1. Ordinary exam period

To pass the subject area in the ordinary exam period, you must achieve a grade of at least 5.0 out of 10.0 as the final grade (weighted average) for the subject area.

### 7.2. Extraordinary exam period (resits)

To pass the subject area in the ordinary exam period, you must achieve a grade of at least 5.0 out of 10.0 as the final grade (weighted average) for the subject area.

Any activities not passed in the ordinary exam period must be submitted after receiving the relevant corrections and feedback from the teacher. Students must also submit any activities that were not submitted in the first place.

## 8. TIMELINE

This section details the timeline and submission dates for the assessment activities in this subject area.

Assessment activities	Date
Professional performance in the workplace (report by the internship tutor)	Throughout the year, according to the external internship annex (150 hours)
Final project by the student (report + reflective journal)	Within 15 days of finishing the internship

The timeline may be subject to change for logistical reasons related to the activities. Students will be informed of any changes in due time via the appropriate channels.

## 9. BIBLIOGRAPHY

The recommended bibliography is indicated below:

- Ordenación de las enseñanzas universitarias oficiales:  
<https://www.boe.es/buscar/doc.php?id=BOE-A-2010-10542>
- Reglamento de Prácticas Académicas Externas de los Estudiantes de la Universidad Europea de Madrid  
[https://universidadeuropea.es/myfiles/pageposts/normativa-uem/normativa\\_practicas\\_academicas\\_externas.pdf?\\_ga=2.223442075.1811525089.1531503157-766879330.1517859887](https://universidadeuropea.es/myfiles/pageposts/normativa-uem/normativa_practicas_academicas_externas.pdf?_ga=2.223442075.1811525089.1531503157-766879330.1517859887)

## 10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

The Educational Guidance and Diversity Unit (ODI, by the acronym in Spanish) offers support to our students throughout their university experience to help them achieve their academic goals. Our work also centres around the inclusion of students with special educational needs, accessibility for all on the different university campuses and equal opportunities.

This Unit offers students:

1. Support and follow-up by means of personal counselling and plans for students who need to improve their academic performance.
2. With regard to support for diversity, non-significant curricular adjustments are made, i.e. in terms of methodology and assessment, for those students with special educational needs, thus pursuing equal opportunities for all students.
3. We offer students a variety of extracurricular learning resources for developing different skills to enrich their personal and professional development.
4. Career guidance through the provision of tools and counselling to students with career doubts or who believe they have made a mistake in their choice of qualification.

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 survey area of your virtual campus or by email.

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

Many thanks for taking part.