

Information brochure for international students of the Bachelor International Marketing at Pforzheim University regarding internship

1. General information

Students doing their semester of internship will be supervised by Pforzheim University. Exceptions can be made if supervision by the university abroad is more reasonable due to its regional proximity. In this case the university abroad takes over the supervision on behalf of Pforzheim University. Pforzheim University must agree to the internship and receives from the student a copy of the internship contract as well as a confirmation that the internship has been completed entirely. The universities cooperate with the companies concerning all expert questions related to the internship.

Applications for internships abroad in the context of assistance programmes (CDG, COMETT etc.) are to be filed in due time at the International Office (up to one year in advance).

2. Aim and organisation of the internship

The semester of internship should be related to the study program that is the occupation in the company must have marketing questions as the main concern (e.g. product management, marketing management, strategic marketing, marketing communication, advertising, market research etc.)

If possible the internship should not be done in the home country of the student.

3. Choosing the company

- 3.1 The student commits himself to find an internship in a suitable company related to the study program.
- 3.2 Before the internship semester begins the student should contact in time the professor in charge of (ideally in the course of the second semester at Pforzheim University) to clarify whether the company is suitable for an internship. Currently, the contact person is Professor Nadine Walter. If the study course rejects the company as not suitable for the internship, the student has to look for another one.
- 3.3 If the search for an adequate internship is not successful, then the study course may point out suitable companies.

4. Internship contract

- 4.1. The student closes an internship contract with the company. In case of an internship to be done in Germany, there exists the possibility to use contract sheets of the university in German. These are available in the offices of the respective study courses.
- 4.2. A copy of the internship contract is to be presented as soon as possible in the office of the study course (Mrs. Dietz).
- 4.3. If the student should want to change the company, then he/she must get the permission of the study course.

5. Success of the internship and study progress

- 5.1. If the internship is supervised by Pforzheim University, the students should present - before the semester of internship begins - the **internship contract** as well as a paper in which the learning objectives for the internship are documented (called **learning objectives paper**). This requirement should motivate students to discuss the objectives with the internship company as well. A structured form will be provided (to be downloaded on the webpage). Furthermore, contact dates of the trainee supervisor in the company must be given. The internship contract and the learning objectives paper have to be handed in to Mrs. Dietz.
- 5.1. If the internship is supervised by Pforzheim University, after 50 days (half time of the internship), the student has to hand-in a so-called **half-time-report**. In this written report, the student must clearly point out the attainment of the objectives or a change of these. A structured form for this report will be provided (to be downloaded on the webpage). The half-time-report has to be handed in to Mrs. Dietz.
- 5.2. If the internship is supervised by Pforzheim University, then the student has to write **an internship report**, encompassing the company profile as well as a detailed job description. **The report is to be handed in at the latest 8 weeks after the internship has been completed. Please see in the end of this brochure further details on the internship report.** The internship report has to be handed in to Mrs. Dietz. **The report must be signed by the company.**
- 5.3. The study supervisors decide in their own authority about the successful accomplishment of the internship.

6. Further information

- 6.1 The internship must cover at least **100 working days**. Vacation days and sick days do not count. **The training relationship can begin at the earliest after the last exam of the summer term which is about mid July.**
- 6.2 Relation student – university
 During the internship the student is member of the university with all its deriving rights and duties. These may rest temporarily due to the absence of the student from university. The student receives grant during the internship according to § 2 paragraph 4 of the Federal Law concerning the individual promotion of education (BaföG, that is student loan), if the internship is accomplished in the scope of the Constitutional Law.
- 6.3 Relation student – company
 In case that the company grants the student an educational endowment this will be deducted from the student loan (cf. especially §21 paragraph 3 Nr. 2, 23 paragraph 3.1 Halbs. BaföG). Basically, a right to compensation does not exist.
- 6.4 Some labour-law and insurance-law provisions
 In case there are individual relevant events held at university for the students during their internship the company grants a leave of absence from work. Students must have a compulsory coverage in the health insurance, so that § 165 paragraph 1 nr. 5 RVO applies to students and trainees. However, if students are entitled to medical family assistance by official insurance, then they are exempted from compulsory coverage according to §175 Nr. 3 RVO (income limit). Casualty insurance is compulsory (§ 539 nr. 14 c, d RVO). If students want to accomplish an internship abroad, then they have to clarify prerequisites concerning insurance law and the right of residence.

Internship report

1. The report should contain a **short description** of the company (branch and field of activity of the company, size, organisation structure, competitors, etc.)
2. The report must show the **tasks, the activities, the projects** of the trainee and how the internship position is integrated in the company processes.
3. The learnings of the internship (professional learnings and personal learnings) need to be described.
4. The report should not be in form of a diary, the way it is determined for apprentices. What is expected is more or less a **closed aggregated** presentation. The length of the report is not defined, all important and interesting aspects should be mentioned. As a rule the report should not exceed **25** pages.
5. The report should be handed in stapled and written on standard paper-size (DIN A4), font size 12 and spacing 1.5 using a cover sheet.
6. The extent of the individual reports depends on the respective subject.
7. The cover sheet of the report must show the relevant information like length of the internship, the company etc., as it is shown in the appendix 1 of this brochure. The cover sheet can be obtained in the office of Mrs Dietz.
8. If the report shows that your internship does not work out accordingly you will receive a message from the study course.
9. The report must contain the following appendices:
 - a. Copy of the internship contract
 - b. Copy of the certificate of employment from the employer about the completion of 100 work days

Please send the report electronically to bettina.dietz@hs-pforzheim.de or in hard copy to:

Bettina Dietz
 Pforzheim University
 Tiefenbronner Str. 65
 D-75175 Pforzheim

Appendix 1: Cover sheet of the report:

**Internship report for presentation at Pforzheim University
Tiefenbronner Str. 65
D - 75175 Pforzheim**

Semester of internship

Period of internship from: _____ **to:** _____

Absent: _____ working days

Name of student: _____

Address of the student:

Study course: **International Marketing**

Student number: _____

Name and address of company:

Name of the internship supervisor in the company:

Date, signature of the student

Date, signature of the internship company

– Do not fill in: Will be filled in by Pforzheim University –

Report was read:

Date, signature of respective professor

Notes: