

B-COM INTERNSHIPS :

Module manual

**UNIVERSITY
OF TWENTE.**

COMMUNICATION

SCIENCE

connecting
society

15 EC - Internship Reflection module (202000313)

15 EC - Internship Assignment module (202000314)



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Introduction to the B-COM internship modules

General outline of the B-COM internship modules

This manual aims at informing students of the bachelor Communication Science at the University of Twente about the internship modules in the bachelor programme. More specific this manual will provide information about the B-COM internship reflection module (15 EC) as well as the B-COM internship assignment module (15 EC). The manual will describe the aims of these modules, the content and assessment plan.

B-COM internship modules; orienting on the labor market

An internship is one of the options students can choose to do during the elective semester in the 3rd year of the bachelor COM programme. As visualized below and according to the academic year cycle of the University of Twente, the 1st semester of the 3rd bachelor year is designated for students to take on electives. During the 2nd semester of the 3rd bachelor year students will take part in the COM@Work module (Q2A) as well as the Bachelor Thesis (Q2A+B).

Semester 1		Semester 2	
Quartile 1A	Quartile 1B	Quartile 2A	Quartile 2B
B3 - electives (30 EC) - UT-minor (modules of 15 EC or 2 x 15 EC) - Internship of 15 or 2 x 15 EC - Study exchange at another university (30 EC)		COM@WORK (10EC)	Bachelor Thesis COM (20EC)

Figure 1 : Study program B3 COM

Pre-requirements for the B-COM internship modules

The B-COM internship modules are open only for B-COM students. Since students will be in a company during their internship in the first semester, it is particularly important that students do not have any other educational obligations during the first semester. Therefore in order to take on a B-COM internship module students must have successfully completed the B-COM modules 1 through 6, totaling 90 EC.

Exemptions regarding pre-requirements

If, due to (personal) circumstances, you need to repair or revise a part of a module during the period in which you are also planning to take on an internship, please contact the study adviser (Silvie Pothof / s.j.pothof@utwente.nl). Depending on the circumstances, the part of the module you need to revise and the options you have to attend on Campus during a test, the study adviser can grant you an exemption from above mentioned pre-requisites.

Company requirements and personal motives

The central aim of the B-COM internship is that students gain practical and professional experience in the professional field of activity of Communication Science professionals. For example, think about an internship at a (digital) communication consultancy agency, an internship at an (internal) communication department of a (multi-national) organization, or an internship during which you assist a brand manager of, for example, Philips, Ogilvy, Unilever, Procter Gamble or Nestle. These are just some examples of where students did internships in the past. Note that, also depending on your interests, the professional field of activity for Communication Science professional can be very broad, and an internship can help you to get familiar with a part of the field of activity.

Requirements of the internship organization

Regarding the COM internship modules it is important that students find an organization themselves at which they can do an internship. The organization has to meet following criteria:

1. The organization must be of reasonable size. We expect that the organizations has at least 10 (or more) employees, who are working together in the same team. This is important, because we want students to reflect on professional competencies, such as being a part of a team and contributing as a member of that team.
2. The content of the activities of the organization or department of an organization, at which your internship is located, must have a clear connection with aspects of communication. This of course can still be broad, since a sales department of a larger organization also has to deal with customer communication. However, what we would not want students to do is take on an internship in an environment for which required competencies lie far outside the domain of Communication Science.
3. The internship tasks you will perform must at least be at a level of a bachelor of applied science (HBO), or at academic level. We expect that students sometimes need to do hands-on tasks, but we would not want students to perform only very practical tasks. We expect that during the internship you will also be challenged by more strategic tasks, where you can demonstrate your creative and/or analytical skills.
4. Your company internship mentor must be able to coach you in the Communication Science professional field of activity. Hence, you are expected to learn in practice and for that, your company mentor needs to be experienced and / or educated in the field of Communication science.

Personal motives as a starting point

Before looking for an internship, it is always important to consider what you want to get out of this internship period. You must have your reasons to choose for an internship and based on that know what you want to learn. In your internship report you will reflect on your own formulated learning goals. These learning goals could however also assist you when searching for an internship. The learning goals you need to determine for your internship are divided into three groups:

- Personal learning goals; for example development of social skills or communicative competencies.
- Academic learning goals: for example related to the development of analytical skills or other aspects related to academic work conduct
- Content specific learning goals related to the field of activity, such as developing Google analytics skills or specific skills and competencies related to the internship assignment.

In the remainder of this manual (chapter 2), you will find more information on how to elaborate the learning goals.

Duration and scheduling of the internship

The basis for the B-COM internship is the Reflection module (15 EC), as a result of which students describe their practical internship experiences and reflect on learning goals. When opting to only take on the Internship Reflection module in your elective semester, this 15 EC internship module can be scheduled in one quartile of 10 weeks. However, the B-COM internship can be extended to a whole semester (20 weeks), by adding the Internship Assignment module (15 EC). By doing so, students can total their internship experience to 30 EC, during a full semester.

Note: It is only possible to take on the assignment module (15 EC) in combination with the reflection module (15 EC). Hence, it is not possible to only take on the Assignment module (15 EC).

Duration and time allocation when only taking on the internship reflection module (15 EC)

The reflection module of 15 EC equals a study load of 420 hours. A student must spend at least 320 hours on internship tasks for the internship organization. The remaining 100 hours can be spend on reporting, contact moments with the university supervisor (Mark Tempelman) or other educational activities related to the internship.

If a student only takes on the reflection module in one educational quartile (10 weeks), this will in practice result in a workweek in which the student is at least 4 days present in the organization (32 hours per week) and has one day a week for other educational activities.

Hybrid working: Since COVID-19, hybrid working has become common practice in most organizations. However, in order to act as an 'intern' and to fully experience the dynamics of working in an organization, we will not allow more than 50% remote working. Hence, if you have a 4-day workweek, we expect you to physically present at the company office for at least 2 days a week.

Duration and time allocation when adding the internship assignment module (15 + 15 = 30 EC)

If a student combines the reflection module with the assignment module, then the total study load of both the reflection and assignment module (30 EC = 840 hours) will be spread over one semester (20 weeks) during which the student is at least 4 days a week (32 hours a week) present at the internship host organization. In that case students spend 640 hours at the company and the remaining 200 hours can be spend on reporting, contact moments with the university supervisor or other educational activities related to the internship. Also when adding the assignment module, above notion about hybrid working applies (no more than 50% remote).

Combining the assignment module with the reflection module allows students to take on an internship experience during one whole semester of 20 weeks. During the assignment module the student will work on a project that has been defined in consultation with the organization and of which the final product or report will be beneficial to the organization. It depends on the scope and nature of the project which tasks will be involved and how these task may be related to other internship tasks which are also part of the reflection module. In other words, while performing general internship tasks as a part of the reflection module, the student may also gain knowledge, data, information and insights that are relevant or useful for the internship assignment.

Note: We primarily expect students to act as an intern and perform internship tasks for the company. It is however important that the organization allows the student to dedicate time on the elaboration and reporting of the assignment / project. A workable option would for example be 8 hours a week, which can be divided flexible over the days a student is present at the organization.

Scheduling the internship : Determining working hours + start and end date

As long as you meet the expected internship hours (320 for 15 EC and 640 for 30 EC) and your internship ends before the start of the second semester (start February), you can be flexible regarding the scheduling of your internship. In consultation with the company you can agree on the number of weekly working days (4 or 5 days a week) as well as the start and end date of your internship.

By default an internship could start in the first week of September and end in the last week of January. However (depending on your holiday plans) you can also opt to start the first week of August and as a result, end your internship around the Christmas break. Taking on more that the required internship hours is always possible, as long as you are back on campus by the start of the 2nd semester.

An ideal scenario would be an internship with 4 working days (32 hours a week), allowing you to at least have one day a week to spend as you wish. Scheduling this for a period of 10 weeks in the case of a 15 EC internship and 20 weeks for a 30 EC internship, you will meet the required internship hours. When starting in the first week of September, you will then be able to finish in the final week

Finding an internship and approval of the internship

Finding an internship

Depending on their interest, students are themselves responsible for finding an internship position. For this it is important to first navigate your interests and motives to opt for an internship. Subsequently you can search for companies and / or internship vacancies that meet your interests. There are multiple strategies you could adopt in order to find an interesting organization and / or internship position.

LinkedIn: LinkedIn (<https://www.linkedin.com/>) is a very powerful tool to find internship positions or to get in contact with interesting organizations. For example when searching for COM alumni at companies or in positions that meet your interests. You can reach out to these alumni by sending them a direct message. Also on LinkedIn many internship vacancies are posted which you could respond to.

Open applications: In the case you have found an interesting organization, currently not offering an internship position, you can always send an open application. When doing so, clearly express your interest in the organization in a motivation email / letter and attach your resume.

Vacancy websites: There are many internship vacancy websites out there that post internship offerings from various organizations. Below a selection of these sites are listed:

- [Stageplaza \(Dutch\)](#)
- [Integrand](#)
- [Indeed](#)
- [Undutchables](#)
- [Graduateland](#)
- [Together abroad](#)

UT-Career Services: The Career Services department of the University of Twente can also assist you in (preparing) your search for an internship. In their Job Teaser tool, internship are being offered, but they also provide support on how to prepare your CV and other matters.

Apart from above mentioned options, you can always schedule an appointment with the B-COM internship coordinator (Mark Tempelman / m.h.tempelman@utwente.nl) to brainstorm about your internship ambitions.

Approval if the internship company and position

The B-COM internship coordinator (Mark Tempelman / m.h.tempelman@utwente.nl) will need to approve your internship beforehand. In order to do so, reach out to the B-COM internship coordinator as soon as you are in contact with a company (or companies) to arrange an internship.

The B-COM internship coordinator can evaluate if the company and proposed internship scope / position meets the requirements and as a result provide approval of your internship plans. Also if you are unsure if certain companies meet the requirements, you can have this checked in advance of contacting the organization or responding to an internship vacancy.

It is by all means advisable to schedule a meeting with the B-COM internship coordinator to discuss your ambitions before the start of your search process.

VISA and scholarship requirements for non-EU students

In the case you are a non-EU student, there may be restrictions on what you can do, depending on your VISA or possible scholarship. It is important to check this beforehand..! In order to do so, non-EU students can contact either the BMS faculty international support officer or the UT international office.

International student support officer faculty BMS

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WWW: <https://www.utwente.nl/en/bms/education/bms-international-affairs-and-mobility/international-students/>

University of Twente International Office

WWW: <https://www.utwente.nl/en/study-abroad/>

Registration of the internship in Mobility Online

Once your internship plans have been approved by the B-COM internship coordinator, you will need to register your internship in Mobility Online. This is a university-wide mandatory registration system for internships and graduation projects. For the COM education the main importance of registering in the system concerns that we and the university can allocate where students are in the case of calamities. In the case of for example, natural disasters or other regional calamities, the University central offices quickly want to find out which students may be affected and reach out to them. Therefore it mandatory to register, but of course this is also in your personal best interest.

You can register your internship in Mobility Online by using the following link:

<https://www.utwente.nl/en/education/student-services/step-by-step/educational-systems/#mobility-online>.

Please notify the B-COM internship coordinator (Mark Tempelman) by email as soon as you have completed the first application step in Mobility Online.

Important : If you are opting for an international internship (outside of the Netherlands and outside your country of origin) and you want to apply for financial support (UT or Erasmus scholarships) it is important that you register in Mobility Online at an early stage. In that case also contact the B-COM internship coordinator about your plans in an early stage in order to receive additional information and/or practical advice.

No Osiris course enrolment..!

Students cannot enroll themselves in Osiris for the internship modules. The B-COM internship coordinator will instruct the administration (BOZ) to list the B-COM internship module in your study programme shortly before the start of your internship.



Internship Reflection module

Module code : 202200313 - (15 EC)

- **General aim and module test plan**
- **Reporting requirements**

Internship Reflection module : General aim and module test plan

General aim and content of the Internship Reflection Module (15 EC)

The internship reflection module is concerned with gaining practical experiences as an intern within the organization. Students are required to write an “internship blog” about their internship experiences, which will be made available to future 2nd year B-COM students orienting on an internship in their elective semester.

When taking on an internship, you will have expectations about what you would like to learn during your internship. For this, you will set out several learning goals by the start of your internship in a “preparation report”. By the end of your internship you will reflect on these learning goals in a “reflection report”.

Learning goals of the internship reflection module:

- By elaborating a preparation report, students are able to present their expectations of the internship by setting out at least 6 (SMART) learning goals divided into personal goals, academic goals and content specific goals.
- By elaborating the preparation report, students are able to present a clear schedule of expected contact moments with the University internship supervisor (Mark Tempelman) and expected deadlines for handing in the retrospective reporting.
- By elaborating the internship blog, students are able to present a clear description of the internship organization, performed internship tasks and personal take-out of the internship.
- By elaborating the reflection report, based on their internship experiences / performed internship tasks, students are able to reflect on their learnings in relation to the predefined learning goals.

Module test plan

The assessment / grading of the internship reflection module is mainly based on reporting of the preparation report, the blog article and the reflection on the learning goals. Besides, students will also be assessed on the process of keeping the University internship coordinator updated about the internship progress and managing of personal deadline for delivering the reports.

Finally, the host internship organization will also evaluate the intern’s performance, which serves as validation for the grading of the reporting by the University internship coordinator. For this, you will receive an email to forward to your company mentor by the end of your internship.

Summarized, the test plan is depicted in below table. The content requirements of the reporting will be addressed in the subsequent section (reporting requirements).

Table 1: Test plan B-COM Internship Reflection Module (15 EC)

<i>Deliverable / assessment aspect</i>	<i>weight (%)</i>	<i>Format</i>	<i>Deadline</i>	<i>Assessor</i>
1 - Preparation report	20	Report 2.000 to 3.000 words	One week after internship start	University internship supervisor
2 - Blog post	30	Blog 1,500 to 2,000 words	Within one month after internship end date	University internship supervisor
3 - Reflection on Learning goals	40	Report 2.000 to 3.000 words	Within one month after internship end date	University internship supervisor
Process assessment	10	N/A	N/A	University internship supervisor
Evaluation host organization	N/A	Online evaluation form	Within one month after internship end date	Mentor host organization
Total :	100			

Note) - The contents of the expected reporting (1, 2 & 3) will be outlined in the next section.

Internship reflection module : Reporting requirements

1 – Content of the internship preparation report

- Word count : 2.000 to 3.000 words
- Writing style : Formal / academic writing style
- Weight : 20% of module grade
- Deadline : One week after the start of the internship
- Assessment : Graded by the University internship supervisor (*see assessment form in the appendix*)

In the preparation report you are expected to describe the internship organization, your internship position, elaborate on your expectations regarding the internship by means of the setting out learning goals and you need to specify the expected contact moments and hand in deadlines of the reporting. Therefore the preparation report will consist out of following content elements:

1. Your motives to take on an internship in your elective semester
2. A description of the internship organization, your internship position in the company and internship tasks
3. Elaboration of 2 personal, 2 academic and 2 content related learning goals, the student has set for the internship ¹⁾
4. A schedule / table of proposed deadlines for handing in the reporting of the internship modules, as well as the proposed contact moments with the University internship supervisor and a proposed date for the (online) company site visit of the University internship supervisor ²⁾

¹⁾ Elaboration of the learning goals

An important, but also most difficult, part of the preparation report concerns the formulation and elaboration of the learning goals. Because it is not always crystal clear upfront what you can or will do in an organization, it is also difficult to set learning goals in advance. However, when considering your motives to take on an internship, you must have some expectations of what you want to learn or which skills and / or knowledge you want to gain from the internship.

For each of the three categories of learning goals (personal, academic and content specific), at least two (SMART) learning goals need to be formulated and justified. The SMART approach refers to Specifying the learning goal, making it Measurable, Action oriented, Result oriented and restricted to a certain Time period. Regarding the SMART formulation of learning goals some additional comments / suggestions:

- Try to describe first why certain topic is a learning goal to you before formulating the actual goal itself. This helps in Specifying the learning goal.
- Try to formulate learning goals in an active manner. Use wording like: “After one month in my internship, I will have successfully completed a Google Analytics workshop to ...” or “At the end of my internship, based on three projects I was involved in, I am able to reflect on my team working skills...”. This will help making the learning goal Measurable and restricted to a certain Time period.
- Make clear what you need or what you expect of the internship organization in order to meet your learning goal(s). This will make your learning goal Action oriented.

Tip..! : Also consult the internet to learn more about formulating SMART learning goals. A search string such as “smart internship learning goals” will already provide sufficient useful resources.

To give an impression of topics related to personal, academic and content related learning goals, below you will find some examples or topics to take into consideration:

- Regarding “personal learning goals”, think of topics or skills that are relevant to perform in a professional context, or which you may want to improve. Think about topics, such as assertiveness in team-settings, self-activation, presentation skills, time management skills or other professional related skills.
- For “academic learning goals” it is important that you reflect on aspects that are related to your skills as an academic student. These skills can for example be related to: analytic competencies, linking existing (academic) knowledge to internship tasks or competencies regarding project work in which you combine information and knowledge from various sources.
- Finally “content specific learning” goals refer to the specific context of your internship organization. If your internship is in a digital marketing context, you may want to learn more about the application of Google Analytics or SEA / SEO strategies. However, if your internship is located in a corporate / human resources department, you may want to learn more about the actual effectiveness of internal communication channels in the organization. If you are also taking on the internship assignment module, you could also direct a learning goal towards the content area of the assignment.

²⁾ Elaboration of deadlines and contact moments with university internship coordinator

During the final assessment of the internship, the process will also be assessed by the University internship supervisor and accounts for 10% of the final grade. For the assessment, the actual process / frequency of contact moments, as witnessed throughout the internship, will be compared with the proposed contact moments and hand in deadlines as elaborated in the preparation report. Therefore, carefully think about the frequency and mode of contact moments with the university supervisor and also take on an anticipated moment for the (online) site visit in the schedule of contact moments.

2 – Content of the internship blog post

- Word count : 1.500 to 2.000 words
- Writing style : Informal, popular / creative
- Weight : 30% of module grade
- Deadline : Within one month after the end of the internship
- Assessment : Graded by the University internship supervisor (*see assessment forms in the appendix*)

The target audience of the blog article are current 2nd year B-COM students opting to do an internship in their elective semester. Your blog article will be made available to 2nd year students COM students to review. In the blog article you will present your internship experiences, elaborating on following topics:

- Introduction of the host organization and your position as an intern in the organization.
- Highlighting / description of some (at least 3) internship tasks, projects and/or activities you have been involved in during your internship.
- Your overall conclusion of the internship, mentioning at least 2 take-out messages why current 2nd year B-COM students should (or should not) do an internship at this organization.

3 – Content of the internship reflection report

- Word count : 2.000 to 3.000 words
- Writing style : Formal / academic writing style
- Weight : 40% of module grade
- Deadline : Within one month after the end of the internship
- Assessment : Graded by the University internship supervisor (*see assessment forms in the appendix*)

In a separate report, you will reflect on the 6 learning goals (2 personal, 2 academic and 2 content) you have set out for yourself in the internship preparation report. In this report, briefly re-introduce each (personal, academic and content) learning goal and reflect on the outcome of the goal by referring to several tasks, activities or projects during your internship and related to your learning goals.

When reflecting on each of the goals you are expected to arrive at a conclusion whether or not you can state that you have achieved your goal. This is not solely a “yes / no” answer; it can very well be the case that you were not able to achieve certain goal(s). Also take into account your personal perceptions towards the learning goals. Did you for example like working on specific learning goal(s)? Were you surprised about achieving (or not achieving) certain learning goal(s)?



Internship Assignment module

Module code : 202200314 - (15 EC)

- General aim and module test plan**
- Reporting requirements**

Internship Assignment module : General aim and module test plan

General aim and content of the Internship Reflection Module (15 EC)

The B-COM reflection module (15 EC) can be expanded with the B-COM assignment module (15 EC), totaling a full semester (30 EC) internship experience. The general aim of the internship assignment module is that the student systematically elaborates on a practical communication related case study, topic or problem setting. This, in order to provide the host internship organization with a (strategic) advice, communication- or implementation plan or (competitor / product / service) benchmark analysis. These are just some examples, the actual assignment you will elaborate depends on your personal interests and the possibilities at the host organization. Students will have one month after the start of the internship to hand in a proposed internship assignment to the university internship supervisor (Mark Tempelman)

IMPORTANT : The aim and content of the COM Bachelor Thesis should not be mixed-up with the aim and content of the Internship Assignment module.

Bachelor thesis:

During the bachelor thesis students will conduct a full empirical study related to a practical case study or problem setting. During this study students are guided by teaching staff to conduct a research according to academic standards.

This includes the conceptualization and operationalization of a research as well as collecting (sufficient) empirical data from respondents, test persons or interview participants. Based on the collected results, students will perform (statistical) analysis to answer research questions and/or hypothesis, which will ultimately serve to provide practical recommendations.

Hence, during the bachelor thesis, students will primarily be trained, supervised and assessed on their academic research and (apa) writing skills.

Internship assignment:

During the internship assignment, students will not be assessed on their academic research or (apa) writing skills, but rather on their skills to systematically elaborate a practical problem setting and ability to come up with a creative and practically feasible end product. An end product, which is of use to the internship host organization. The systematic approach involves that the student collects certain materials and resources to address the practical problem setting, but there is no need for any empirical data collection process that needs to meet certain academic / apa standards.

Students are not obligated to collect data based on (large scale) surveys, interviews or other data collection techniques. A systematic approach may for example include desk (or benchmark) research, combined with information that is internally available in the organization in order to feed the advice.

The format or mode of appearance of the final product can be decided upon in consultation with the host internship organization. This may for example be a straight forward report or communication plan, but it more creative alternatives are also possible. In the past students designed for example webinars or animated movies as their final product or organized a seminar with their department to present and discuss the findings of the assignment. Just as well recoding a podcast could also be a suitable format for your internship assignment. All this is possible, as long as you do document the systematic procedure to provide support for your advice.

Internship Assignment module : General aim and module test plan

B-COM internship assignment; practical assignment with a systematic approach

Typical examples of internship assignments refer to advice reports about the implementation of (social) media strategies, communication plans about crisis communication strategies or, related to event marketing, a benchmark or content analysis of website appearance with competitor websites. Depending on the organization's interests, the student's interests and the context of the host organization, there are numerous options. Important however is the systematic elaboration of the case study or problem setting, resulting in a practically feasible and creative final product.

Systematic approach:

For an academic student it is important to approach a problem setting from various angles, looking at multiple resources, which can serve as input for the advice you want give to the organization. One aspect that will always be present is desk research, with the purpose of linking existing (academic as well as professional) knowledge to the assignment. When elaborating a communication plan, think about the application of the AIDA model and as such, use or apply literature regarding the AIDA model. In other instances, when for example looking at the effectiveness of (social) media strategies, you may want to incorporate knowledge from academic researches about the effectiveness of various (social) media strategies. Next to desk research, there are also other resources available to assist you when elaborating your internship assignment. Think about discussions with employees in the organization or experts outside of the organization. But, depending on the assignment, you may also want to do some pilot testing of online applications or observe how employees are actually using communication channels in an organization. The activities you will undertake as a part of solving your problem setting must be consciously selected and therefore fit the systematic approach towards the assignment.

Connection of the systematic approach with the aim(s) or goal(s) of the assignment:

In all cases the chosen systematic approach and sources or resources used must be in clear connection to the intended outcome or the goal of the assignment. For example in the case of an advice about the implementation of (social) media strategy, it must be clear how all (systematically aligned) activities result in or contribute to the final advice. Always take into consideration that there must be a clear perspective on how a certain problem setting, by a chosen systematic approach, results in the advice or final product. To phrase it differently; a student must prove that the formulated advice is not based on random opinions or a single point of view on the problem setting.

Internship Assignment module; Learning goals

The general aims of the Internship Assignment module can be summarized in below learning goals:

- Based on a project proposal, the student is capable of providing an overview on context of the assignment, the general problem setting, the intended systematic approach, application of (academic) knowledge and the expected final product or report outline.
- Based on the final product / reporting, the student is able to demonstrate that the goal(s) of the assignment are attained and that they are of benefit to the host internship organization.
- Based on the final product / reporting, the student is able to demonstrate the connection between the internship assignment and existing (academic) knowledge and literature.
- Based on the final product / reporting, the student demonstrates professional skills to deliver a final product that fits the aims of the assignment and meets professional qualities of the chosen format of the final product.

Internship Assignment module : General aim and module test plan

Module test plan

The assessment and grading of the internship assignment module is based on the assignment proposal and retrospective delivery of the final product with added documentation supporting your advice.

Furthermore, the host internship organization will also evaluate the final product of the internship assignment, which serves as validation for the grading of the final product of the internship assignment by the University internship coordinator. For this, you will receive an email to forward to your company mentor by the end of your internship.

Summarized, the test plan is depicted in below table. The content requirements of the reporting will be addressed in the subsequent section (reporting requirements).

Table 2: Assessment summary B-COM Internship Assignment Module (15 EC)

<i>Deliverable / assessment aspect</i>	<i>weight (%)</i>	<i>Format</i>	<i>Deadline</i>	<i>Assessor</i>
1 - Assignment / project proposal	20	Report 2.000 to 3.000 words	One month after internship start date	University internship supervisor
2 - Final product + support	80	Depending on assignment / project as described in the proposal.	One month after internship end date	University internship supervisor
Evaluation mentor host organization	N/A	Online evaluation form	One month after internship end date	Mentor host organization
Total :		100		

Note) - The contents of the expected reporting (1 & 2) will be outlined in the next section.

Internship Assignment module : Reporting requirements

1 – Content of the internship assignment / project proposal

- Word count : 2.000 to 3.000 words
- Writing style : Formal / academic writing style
- Weight : 20% of module grade
- Deadline : Approx. one month after the start of the internship
- Assessment : Graded by the University internship supervisor (*see assessment form in the appendix*)

The formulation of the assignment / project outline or scope may require some time and deliberations with the internship host organization. Therefore the hand-in deadline of the proposal is set (approx.) one month after starting the internship. If, due to special characteristics of the assignment / project, more time is needed to formulate a proposal or project outline, this must be mentioned or agreed upon with the university internship supervisor.

The assignment / project proposal will account for 20% of the final grade and needs to be assessed at least 5,5. If the proposal is assessed insufficient, the students can revise the report based on feedback provided by the internship coordinator.

The volume of the proposal can differ, based on the scope of the assignment and degree of elaboration, however, students must be able to provide a proposal in a document ranging between 2.000 and 3.000 words (excluding title page and enclosures).

In general the assignment / project proposal must contain information about following aspects:

1. A description of the context and aim(s) regarding the project /assignment and the practical benefits of the assignment / project for the host internship organization.
2. A description of activities to be performed, which indicate the systematic approach in which the assignment / project will be elaborated
3. A brief overview of Communication Science related topics of which existing (academic) knowledge can be used or applied when elaborating the assignment / project
4. A description of expected (content of) the final product of the internship assignment / project. Will the expected final product be an implementation plan, a benchmark analysis and what do you expect in terms of the format of the final product? Will you deliver your final product in a (multi)media format (webinar or instructional movie) or will the final product be in the format of a report or maybe even an event (presentation + seminar / workshop)? Try to be creative in finding the suitable format also in consultation with the host internship organization.

2 – Content of the final product + support

- Word count : Depending on assignment / project as described in the proposal
- Writing style : Delivery depends on the suggested final product in the proposal
- Weight : 80% of module grade
- Deadline : Within one month after the end of the internship
- Assessment : Graded by the University internship supervisor (*see assessment forms in the appendix*)

The final product + support of the assignment / project provides the actual elaboration of the assignment / project or the advice(s) you want to give to the organization, added with support or justification of your final product.

The content of the final product very much depends on the scope and aim(s) of the assignment / project. It is therefore important that, in consultation with the host internship organization, you agree on the format and appearance of the final product.

As a result there is not a fixed or predefined list of content available. Hence, this will be determined by the student in consultation with the host internship organization and to be outlined in the assignment / project proposal. As mentioned before, try to be creative and try to re-use the practical skills you have mastered in the previous B-COM modules.

However to be able to assess the programme learning objectives, the final product must provide information about the following:

- The formulation of practical and feasible advice(s) or recommendations for the organization. This will basically determine if, based on the systematic approach, the formulated aims and goals of the assignment / project are met. Also important is the transparency between the chosen (systematic) approach in relation to the final result or recommendations. Hence, is it logical that the activities you undertook to elaborate the assignment / projects, result in the presented final product.
- Application and usage of existing Communication Science related knowledge in relation to the assignment / project. Within the final product of the assignment / project student must refer to used (professional or academic) sources. These sources can be very practical, such as internet / blog related information, but we also expect students to consider academic sources, such as journal articles. This in order to demonstrate that the assignment / project can be embedded in a Communication Science perspective.
- Proof of professional skills related to the accomplishment of the final product. Depending on the nature and aim(s) of the assignment, the format of the final product must fit the aims and context of the assignment / project. Apart from that, the final product must be well taken care of in terms of design and actual content (writing style).

IMPORTANT : Because there is no fixed format for the final product of the internship assignment / project, it is also not possible to indicate a range of number of words to use. Text production is not a learning objective of the internship assignment / project.

The only thing you will need to put in writing is the use of existing (academic) knowledge to support your assignment / project. This can be by means of a brief annex document, but it could also be incorporated as notes in a Power Point slide deck.



Appendices

Assessment forms

Internship Reflection module (15 EC)

- 1. Assessment form : preparation report**
- 2. Assessment form : blog, reflection and process**

Internship Assignment module (15 EC)

- 3. Assessment form : assignment proposal**
- 4. Assessment form : Final product + support**

1 - Assessment form : preparation report

Internship reflection assessment form : preparation report

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Grade preparation
0
(weight = 10%)

Student name:

Student number: Grading date:

202000313 (B-COM internship reflection module - 15 EC)

Host internship organization:

Internship period:

Description of expectations towards the internship (20% of final module grade)

1 - Motives towards and description of the internship

Sub-grade: (1 to 10)

Taking into consideration:

- Motives to take on this internship
- Description of the internship organization
- Description of the internship position
- Description of the internship tasks

Remarks:

2 - Elaboration of student learning goals

Sub-grade: (1 to 10)

Taking into consideration:

- Personal learning goals
- Academic learning goals
- Content specific learning goals

Remarks:

3 - Elaboration of deadlines and contact moments

Sub-grade: (1 to 10)

Taking into consideration:

- Clear scheduling of own deadlines of reporting / deliverables
- Scheduling of contact moments with university internship supervisor

Remarks:

Final grade preparation report (average of 1, 2 and 3):

General remarks:

2 - Assessment form : blog, reflection and process

Internship reflection assessment form : blog article, reflection and process

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Grade reflection
0
(weight = 80%)

Student name: _____

Student number: _____

Grading date: _____

202000313

(B-COM internship reflection module - 15 EC)

Host internship organization: _____

Internship period: _____

Blog article about internship experiences (30% of module grade)

Sub-grade: (1 to 10)	<input type="text"/>	X 30%	Points:	<input type="text"/>
Taking into consideration:		Remarks:		
<ul style="list-style-type: none">- Description of the host organization and internship position- Description of internship experiences based on tasks or projects- Conclusion and take-out message				

Reflection on personal, academic and content learning goals (40% of module grade)

Sub-grade: (1 to 10)	<input type="text"/>	X 40%	Points:	<input type="text"/>
Taking into consideration:		Remarks:		
<ul style="list-style-type: none">- Reflection clearly linked to internship tasks and experiences- Clear conclusion if a goal has been met- Personal opinion about the reflection on each of the learning goals				

Process grade (10% of module grade)

Sub-grade: (1 to 10)	<input type="text"/>	X 10%	Points:	<input type="text"/>
Taking into consideration:		Remarks:		
<ul style="list-style-type: none">- Number of contact moments- Content of contact moments- Transparency of internship progress- Deadlines of reporting / deliverables				

Final grade retrospective reporting:

Total points gained:	<input type="text"/>	X weight = 80%	<input type="text"/>
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General remarks:

3 - Assessment form : assignment proposal

Internship assignment assessment form : assignment proposal

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Grade proposal
0
(weight = 10%)

Student name:

Student number: Grading date:

202000314 (B-COM internship assignment module - 15 EC)

Host internship organization:

Internship period:

Description of the proposed internship project / assignment (in total 10%)

1 - Description of aim(s) and goal(s) of the project / assignment

Sub-grade: (1 to 10)

Taking into consideration:

- Introduction of project / assignment
- Description of problem setting / question
- Benefits for host internship organization

Remarks:

2 - Elaboration of systematic approach of project / assignment

Sub-grade: (1 to 10)

Taking into consideration:

- Proposed (systematic) plan of activities
- Interrelatedness of activities
- Connection to relevant existing knowledge

Remarks:

3 - Description of final product / report

Sub-grade: (1 to 10)

Taking into consideration:

- Proposed format of the final product
- Justification of format for final product
- Proposed scope of content

Remarks:

Grade proposal report (average 1, 2 and 3):

General remarks:

4 - Assessment form : assignment final product + support

Internship assignment assessment form : final product + support

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Grade final product
0
(weight = 80%)

Student name: _____

Student number: _____ Grading date: _____

202000314 (B-COM internship assignment module - 15 EC)

Host internship organization: _____

Internship period: _____

Elaboration of the internship project / assignment + support (80% of module grade)

Accomplishment of assignment (40% of module grade) Sub-grade: (1 to 10) $\times 40\%$ Points:

Taking into consideration:

- Results of activities performed
- Efforts versus gains of the assignment
- Elaboration of advice / recommendation(s)
- Feasibility of advice / recommendation(s)

Remarks:

Use of existing knowledge (15% of module grade) Sub-grade: (1 to 10) $\times 15\%$ Points:

Taking into consideration:

- Application of existing knowledge / sources
- Quality and relevance of resources used
- Link between used literature / knowledge and the project / assignment

Remarks:

Delivery of the final product (25% of module grade) Sub-grade: (1 to 10) $\times 25\%$ Points:

Taking into consideration:

- Feasibility of product format
- Professional quality of the product (report, presentation or other media format)
- General quality / caretaking of the product

Remarks:

Grade for the final assignment product:

Total points gained: $\times \text{weight} = 90\%$

General remarks:

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