


**Bachelor Communication Science
(B-COM)**

Module manual

B-COM internship modules:

- **Reflection module (15 EC)**

Course code: 201500046

- **Assignment module (15 EC)**

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- 1A – Grading form preparation report; to be assessed by university internship coordinator
- 1B – Grading form reflection report; to be assessed by university internship coordinator
- 1C – Grading form internship process; to be assessed by university internship coordinator
- 1D – Evaluation form internship host organization; to be assessed by the internship host organization

2 – Assessment / grading forms – B-COM internship assignment module (15EC)

- 2A – Grading form proposal report; to be assessed by university internship coordinator
- 2B – Grading form assignment report; to be assessed by university internship coordinator
- 2C – Evaluation form internship host organization; to be assessed by the internship host organization

1 Introduction; 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.

1.1 B-COM internship modules; orienting on the labor market

The B-COM internship modules comprises one of the elective options a student can choose to do during the elective semester in the 3rd year of the bachelor 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 open for students to take on electives. During the 2nd semester of the 3rd bachelor year students will take part in the Bachelor Assignment and the Better World module. These modules are then offered parallel as “stretch modules”. More information about the content of the B-COM 3rd year is available on the education website: <https://www.utwente.nl/en/com/bachelor/programme/third-year/>

Semester 1		Semester 2	
Quarter 1	Quarter 2	Quarter 3	Quarter 4
B3 - electives (30 EC) <ul style="list-style-type: none"> • 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) 		Better World module (15EC)	
		Bachelor Assignment (15EC)	

Figure 1: Programme B-COM academic year 2018-2019

Positioning of the B-COM internship modules

The elective semester in the 3rd year offers students the possibility to broaden themselves outside of the boundaries of the educational programme of Communication Science. This paradigm shift, can be achieved by taking on courses or modules from other disciplines, but also by taking on an internship to gain and reflect on practical experiences in an organization.

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:

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 advisor (Gert Brinkman). 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 advisor can grant you an exemption from above mentioned pre-requisites.

1.2 B-COM internships; Reflection module (15 EC) and Assignment module (15 EC)

The basis for a B-COM internship is the Reflection module (15 EC), in which students describe, and reflect on, their practical internship experience in an organization. This 15 EC module can be scheduled during a one quarter period of 10 weeks. However, the B-COM internship can be extended to a whole semester (20 weeks) period, when also adding the Assignment module (15 EC). By doing so, students can total their internship experience to 30 EC, during one 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 do the Assignment module (15 EC).*

Reflection module (15 EC) - B-COM internship

The central aim of the reflection module is that students gain practical and professional experience in the professional field of activity of a graduated Communication Science student. For example, think about an internship at a (digital) communication consultancy agency, an internship at an (internal) communication department of a larger organization, or an internship during which you assist a brand manager of, for example, 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 students can be very broad, and an internship can help you to get familiar with a part of the field of activity.

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

- The organization must be of reasonable size. We expect that the organizations has at least 10 (or more) employees, who are located or working together in the same building. 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.

- 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 a production environment or an environment for which required competencies lie far outside the domain of Communication Science.
- 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.

Think about your own aims for the internship as a point of departure

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 can be divided into three groups:

- Personal learning goals; for example related to 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 chapter 2 you will find more information on how to elaborate the learning goals.

Assignment module (15 EC) – B-COM internship

Complementary to the reflection module, it is possible to take on an assignment module of 15 EC. By doing so it is possible to have a 30 EC internship experience during one whole semester (20 weeks). The assignment module comprises a practical (research or design based) assignment, issued in consultation with the internship organization. The output of the assignment module must be, or

preferably is, of practical use to the internship organization, for example in the form of a communication plan, strategic advice or (benchmark) analysis report. Although the nature of the assignment must be very practical, the elaboration and reporting must meet academic standards.

Therefore assessment of the actual product / report will refer to following aspects:

1. Description of the assignment, central question and proposed systematic approach in which the assignment will be carried out.
2. The connection between existing / academic knowledge and the assignment. Desk research will be one of the obligated activities, as a result of which, academic literature, but also information from practical sources are linked with the topic of the assignment.
3. The actual fulfillment of the assignment in terms of advices or recommendations given. Important is that these advices or recommendations can be logically derived from the (systematic) activities being carried out.
4. The general reporting quality. It is important that the report meets professional reporting standards in terms of structuring, lay-out and (academic / professional) writing.

In chapter 3, the assignment module will be elaborated in more detail, providing information about the learning goals, deliverables and mode of assessment.

1.3 Planning and time allocation within the B-COM internship modules

Time allocation of the reflection module

The reflection module comprises 15 EC, which equals a study load of 420 hours. A student must spend at least 300 hours at the location of the internship organization. The remaining 120 hours can be spend on reporting or other educational activities related to the internship.

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

Time allocation of the assignment module

The assignment module also comprises 15 EC, equaling a study load of 420 hour. 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: It is however important that the organization allows the student to dedicate time on the elaboration and reporting of the project / assignment. 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.

2 B-COM internship Reflection Module (15 EC); outline and assessment

The Communication Science education has linked specific module learning goals to the reflection module indicating what is expected of the student. These learning goals will be assessed by a number of deliverables. The actual assessment or grading will be done by the internship coordinator of the Communication Science programme, supported by an evaluation of the intern by the supervisor of the hosting organization.

2.1 B-COM programme learning goals of the internship reflection module

The learning goals as set by the Communication Science programme, can be divided into three main categories:

1. Learning goals referring to the expectations before or at the start of the internship
2. Learning goals related to the internship experiences during the internship
3. Learning goals related to the process of managing feedback moments and deliverables

1) *Learning goals referring to the expectations before or at the start of the internship*

Organizing an internship will require a certain amount of preparation, among which considering what you as a student want to gain from the internship. What are your own motives or learning goals and how do they relate to the internship position? These are questions referring to the first central learning goal (L1):

- L1 Before or at the start of the internship, the student is capable of depicting his or her expectation into a preparation report, containing:
- a) The motives to take on an internship
 - b) A description of the internship host organization
 - c) The location of the internship position in the organization
 - d) The expected internship tasks
 - e) The student learning goals, referring to personal, academic and content specific goals.
 - f) Expected contact or feedback moments with the university internship coordinator and expected hand in deadlines of deliverables

2) Learning goals related to the internship experiences during the internship

During the internship a student will become familiar with the daily routines and operation of the internship organization. Also students will gain experience based on their internship tasks. Altogether, at the end, it is important that a student can describe what he or she gained out of the internship, resulting in following learning goals (L 2 – 6).

- L2 Based on the internship reflection report and evaluation of the host organization, the student demonstrated the diversity and profoundness of gained internship experiences.
- L3 Based on the internship reflection report, the student is able to reflect on the personal, academic and content related learning goals as set by the student.
- L4 Based on the elaboration of L2 and L3 in the internship reflection report, the student is able to draw conclusions about the gained internship experience in relation to the content of the modules in the bachelor Communication Science.
- L5 Based on a small scale research, elaborated in the internship reflection report, about the field of activity of a communication professional, the student is able to reflect on and compare his / her expectations of the labor market with the perceptions of several employees of the internship organization.
- L6 Based on the elaboration of L2, L3, L4 and L5 in the internship reflection report, the student is able to elaborate topics of discussion relevant for future (study related) choices.

3) Learning goals related to the process of managing feedback moments and deliverables

In the internship preparation report the student will describe the mode and frequency of contact with the university internship supervisor. Also the student needs to provide the expected hand-in deadlines for the concept and final report(s). Because the university internship coordinator is not present at the internship location, it is the responsibility of the student to make sure the internship coordinator stays informed about the progress of the internship. Depending on the feasibility, the internship coordinator can visit the internship organization, otherwise online meetings can be organized.

- L7 Based on the frequency and quality of contact moments, the student is able to provide sufficient information about how the internship is progressing and next to that, the student is also able to demonstrate that provided deadlines are met.

2.2 Deliverables of the B-COM internship reflection module

In order to be able to assess the learning goals set by the programme, the student needs to hand in three deliverables:

1. Internship preparation report

Deadline: must be handed in within 5 working days after the start of the internship.

2. Internship reflection report

Deadline: must be handed in within one month after finishing the internship

3. Evaluation form of the internship organization

Note: must be added as an enclosure with the reflection report

1) *The internship preparation report (L1)*

With the preparation report the first programme learning goal (L1) will be assessed and partly the preparation report is also concerned with providing information about the final programme learning goal (L7). In the preparation report the student will describe the internship position and elaborate on the expectations regarding the internship period. Therefore the preparation report will consist out of following content elements:

1. The motives of the student to take on an internship in general and the motives to do the internship at the present organization
2. A description of the internship organization
3. A description of the internship position in the organization and related internship tasks
4. Elaboration of the personal, academic and content specific learning goals, the student has set for the internship*
5. A schedule of proposed deadlines for handing in the reflection (and assignment) module reports, as well as proposed contact moments with the university internship coordinator

The preparation report must be handed in at the internship coordinator at the start of the internship, no later than 5 working days after the start of the internship. The preparation report will account for 10% of the final grade and needs to be assessed at least 5,5. If the preparation report is assessed insufficient, the students can revise the report based on feedback provided by the internship coordinator. When a revision is necessary, the maximum grade of the preparation report is limited to a six (6). The volume of the internship report can differ, but generally students must be able to describe their expectation in a document ranging between 6 and 10 pages.

**) Elaboration of personal, academic and content specific learning goals:*

An important, but also most difficult, part to elaborate in the preparation report concerns the formulation 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 poses learning goals. However, starting with

your motivation 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, at least three (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 make clear 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 attended a Google Analytics workshop to ...” or “At the end of my internship I can provide three examples of projects...”. 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.

Note.: *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 links in Google.*

To give an impression of 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 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 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 how to use Google Analytics. Or, if your internship is located in a human resources department, you may want to learn more about the actual effectiveness of internal communication means. If you are also taking on the internship assignment module, you could also direct a learning goals towards the content area of the assignment.

Elaboration of deadlines and contact moments with university internship coordinator

During the final assessment of the internship reflection module, the process will also be assessed and accounts for 10% of the final grade. For the assessment the actual process will be compared with the proposed deadlines and expectations of contact moments elaborated in the preparation report. This will assess the final programme learning goal (L7).

2) The internship reflection report (L2 – L6)

The internship reflection report will account for 80% of the final assessment of the internship reflection module. This report is the personal description of the internship experience. Based on the reflection report it must become clear that the internship experience consists out of diverse tasks on a sufficient level. Apart from a description of the internship tasks, the reflection report will also contain the actual reflection on the personal, academic and content specific learning goals. Furthermore the reflection report will also contain an elaboration of the small scale field study about the professional field of activity of a communication professional. A separate appendix (*available on: <https://www.utwente.nl/en/com/graduation-web/bachelor/internships/>*) describes the details of this field study. Finally, based on all your experiences, reflection on the learning goals and the field study about the professional field of activity of a communication professional, you can draw conclusions about your internship period as well as elaborate on some topics of discussion for the future. In general the outline of the internship report will consist out of following elements:

1. Introduction (basically the information from the preparation report)
 - Your motives to take on the internship
 - Description of the internship organization
 - Description of your internship position and tasks
2. Elaboration of performed internship tasks and experiences
 - For example based on activities you have done and/or projects you have been involved in. This part can be structures chronologically in time or by tasks / projects.
3. Elaboration of the study on the professional field of activity of a communication professional.
 - Introduction of the central question an literature about trend in the field of activity
 - General design and method of the field study
 - Results
 - Conclusions
4. Reflection towards the formulated learning goals
 - Personal learning goals
 - Academic learning goals
 - Content specific learning goals

5. Conclusion as a result of the internship
 - Relation of internship experience with content of the B-COM education
 - General conclusions and remarks as a result of the internship
6. Discussion topics arising from the internship experience i.e.:
 - Which topics were remarkable or surprising to you?
 - How are you going to deal with these topics in the future?
 - What are possible changes in future (study related) choices based in the internship?
7. Enclosures
 - Enclosures related to the field study about the professional field of activity of a communication professional
 - Evaluation form of the internship organization (mandatory)

Because the internship is a personal report, it is advisable to make the report vivid and lively. For example by including photographic material to show your work place at the internship organization or the team with whom you have been working. Also maybe photos of events or activities you have been present or outings, seminars or workshops, organized by the internship organization.

Volume of the internship reflection report

The volume of the internship reflection report may vary, based on elaboration and / or photographic materials you take on in the report. The aim is not that you display that you are capable of producing text, but that you give a good impression of your internship experience. In general we expect that students are able to describe their internship experience in the reflection report in 20 to 30 pages (excluding title page, table of contents and enclosures).

Guidance and feedback on writing the internship reflection report

Because the reflection report is the student's personal description of the internship experience, the way of reporting may vary among students. Students are free to choose their lay-out and writing style of the reflection report. Some students may prefer a more formal writing style, while others like to make it more personal. For the education it is important that all elements are included in the report, based on which the report can be subject to assessment. If students have questions about the elaboration of certain content aspects of the report, they can contact the university internship coordinator for advice. Also, students hold the option to send in a draft report, in order to be checked whether all content elements are present and or sufficiently elaborated. This checking of the draft report will however be done on a very superficial level.

3) Evaluation of the host internship organization (L2 and L10)

The evaluation of the host internship organization is an important aspect of the assessment of the internship reflection module. The student is responsible that the mentor of the host internship organization fills out the evaluation form and this evaluation form must be added as a mandatory enclosure in the internship reflection report. The mentor of the host organization will evaluate the same assessment items as the university internship coordinator. This evaluation will be used compared with the assessment of the university internship coordinator. In the case of large discrepancies, the university internship coordinator may contact the mentor of the host internship organization to discuss certain assessment aspects.

2.3 Assessment scheme B-COM internship reflection module (15 EC)

The internship reflection module will be graded by the university internship coordinator. In order to grade the internship reflection module, following deliverables / aspects will be taken into account:

- 1 The internship preparation report, accounting for 10% of the final grade
- 2 The internship reflection report, accounting for 80% of the final grade. Within the internship reflection report a more detailed division of assessment aspects is made (see table 1).
- 3 The process assessment accounting for 10% of the final grade
- 4 The internship evaluation form of the host organization (for verifying the final assessment)

All assessment forms, including the evaluation form for the host organization, are available in appendix 1. All together the test plan for the internship reflection module, related to the programme learning goals, can be summarized as depicted in table 1:

Table 1: Assessment scheme B-COM Internship Reflection Module (15 EC)

Deliverable / assessment aspect	Programme learning goal						
	L1	L2	L3	L4	L5	L6	L7
Preparation report	X						X
Internship reflection report		X	X	X	X	X	
Process assessment							X
Evaluation host organization		X	X				X
Weighting factors:	10%	15%	15%	10%	30%	10%	10%

3 B-COM Internship Assignment Module (15 EC);outline and assessment

The B-COM reflection module (15 EC) can be expanded with the B-COM assignment module (15 EC), totalling 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, of which the final product or report is of benefit to the internship host organization. For example a systematic analysis of the use of internal communication means or a communication strategy related to new products or target groups.

The internship assignment is not the same as a bachelor thesis

Although both, the internship assignment and the bachelor thesis, have a study load of 15 EC, the content and approach of both assignments is different.

The 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 conceptualisation and operationalisation of a research as well as collecting (sufficient) 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 skills.

The internship assignment

During the internship assignment, students will not be assessed on their academic research skills, but rather on their skills to systematically elaborate a problem setting and ability to formulate a very practical advice, which is of use to the internship host organization. The systematic approach involves that the student collects certain materials and resources to answer the practical problem setting, but there is no need for an empirical data collection process that meets academic 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 at hand in the organization in order to feed the advice. The format or mode of appearance of the final report or product can be decided upon in consultation with the host internship organization. This may for example be a straight forward communication plan, but it could also be a slide-show of a management presentation with a separate added justification report. There is much more freedom for students, in consultation with the organization, to decide about the assignment, the systematic approach and the mode of reporting.

B-COM internship assignment; practical assignment with 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 the final report or product.

Systematic approach

For an academic student it is important to approach a problem setting from various angles, looking at multiple sources, which can serve as input for the advice you want give to the organization. One aspect that will always be present is desk research or the application of existing academic and non-academic knowledge. Furthermore there are also other sources / resources available. Think of discussions with experts in the organization or experts outside the organization. But also, depending on the assignment, you may want to do some pilot testing of online applications or observe how employees are using communication means in an organization. We do not expect that these research activities fully meet the academic standards in terms of numbers of respondents and analysis techniques. 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.

Desk research and the use of existing knowledge is an obligatory part of the assignment. In the case you will be writing 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.

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 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 given in the final report. Put in other words, a student must prove that the formulated advice is not based on random opinions or a single view on the problem setting.

3.1 Programme learning goals related to the internship assignment module

Comparable to the internship reflection module the B-COM programme has set learning goals, which students are expected to meet when taking on the assignment module. These learning goals are divided into:

- 1 Learning goals related to the expected aim and approach of the assignment
- 2 Learning goals related to the execution, elaboration and reporting of the assignment

1) Learning goals related to the expected aim and approach of the assignment

Before the actual start of the assignment, students need to draft a project proposal. In this proposal, the context of the assignment is introduced, based on which a central problem setting can be derived. Based on the problem setting a proposed systematic approach on how elaborate the assignment must be presented as well as an preliminary idea about how existing (academic) knowledge can be applied or used. Finally, the proposal provides an outline of what is expected of the final product or report.

Therefore the first programme learning goal is following:

- L1 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.

2) Learning goals related to the execution, elaboration and reporting of the assignment

Regarding the elaboration and reporting of the assignment it is important that the student demonstrates practical and academic skills in order to meet the set goal(s) of the assignment.

Therefore following program learning goals are set:

- L2 Based in the assignment report and consultations with the host organization mentor, the student is able to demonstrate the systematical approach in which the assignment is elaborated.
- L3 Based on the assignment report, the student is able to demonstrate the connection between the internship assignment and existing (academic) knowledge and literature.
- L4 Based on the assignment report, the student is able to demonstrate that the goal(s) of the assignment are attained and how they are of benefit to the host internship organization.
- L5 Based on the assignment report, the student demonstrates professional and academic writing skills to deliver a report that meets professional as well as academic style conventions.

3.2 Deliverables of the B-COM internship assignment module

In order to assess the programme learning goals related to the internship assignment module, following deliverables must be provided:

1. The internship project / assignment proposal
Deadline: must be handed-in within one month after the start of the internship or otherwise agreed upon with the university internship coordinator
2. The internship project assignment report (or final design, output or product)
Deadline: must be handed in within one month after finishing the internship
3. The evaluation of the internship assignment report by the host organization
Note: To be added as an enclosure with the internship assignment report

1) *The internship project / assignment proposal (L1)*

The formulation of the project / assignment outline may require some time and deliberations with the internship host organization. Therefore the hand-in deadline of the proposal is set one month after starting the internship. If, due to special characteristics of the project / assignment, more time is needed to formulate a proposal or project outline, this must be mentioned or agreed upon with the university internship coordinator. The project / assignment proposal will account for 10% 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 5 and 8 pages (excluding title page and enclosures). In general the project / assignment proposal must contain information about following aspects:

1. A description of the context, aim and motives regarding the project /assignment
2. The formulation of a central problem setting or question based on the context and motives regarding the project / assignment.
3. A description of activities to be performed, which indicate the systematic approach in which the project / assignment will be elaborated
4. A brief overview of Communication Science related topics of which existing (academic) knowledge can be used or applied when elaborating the project / assignment
5. A description of expected (content of) the final product or report. Will the final product be an implementation plan or maybe a benchmark analysis and what do you expect in terms of actual content (i.e. provide a proposed table of contents).
6. A description of the practical benefits of the project / assignment for the host internship organization.

2) The internship project / assignment report (L2 t/m L5)

The project / assignment report provides the actual description and elaboration of the project / assignment. The content of the project / assignment report very much depends on the scope and nature of the project / assignment. It is therefore important that the students, in consultation with the host internship organization, agree on the nature and appearance of the final report. As a result there is not a fixed or predefined table of content available. Hence, this will be determined by the student in consultation with the host internship organization. For instance a report concerning an implementation plan of (social) media as means for internal communication in an organization, will be very different in terms of content as compared to a report about the comparison or benchmark of external communication strategies of the competitors of an internship organization.

However to be able to assess the programme learning goals, the project or assignment report must provide information about the following:

- An elaboration of the context, aims and motives of the assignment, as well as a problem setting and related (systematical) approach to elaborate the project / assignment. This basically concerns a more comprehensive elaboration of the first three aspects of the project /assignment proposal.
- Application and usage of existing Communication Science related knowledge in relation to the project / assignment. Within the project / assignment student must refer to 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 all in order to also embed the project / assignment into a Communication Science perspective or context.
- The formulation of practical and feasible recommendations for the organization. This will basically determine if, based on the approach taken, the formulated aims and goals of the project / assignment are met. Also important is the transparency regarding the chosen (systematic) approach in relation to the final result or recommendations.
- Proof of academic and professional reporting skills. Depending on the nature and aim(s) of the assignment, the appearance of the report must be in accordance with what is agreed upon with the internship organization. However the structuring of the report, use of language and general lay-out must be well taken care of. Also it is expected that source referencing is according to academic standards.

As well as the content of the project /assignment report, the volume of the report may differ as well depending on the scope and nature of the project / assignment. However, we expect that students should be able to report about their project / assignment in a document ranging between 20 and 30 pages (excluding title page, table of contents and enclosures).

Tutoring and supervision of the internship project / assignment

Because the internship project / assignment must be of benefit to the organization, it is important that the host internship organization is involved in supervising the content and practical elaboration of the project / assignment. The university internship coordinator can support the student regarding aspects of connecting existing (academic) knowledge towards the project as well as regarding the professional / academic writing skills. Furthermore the university internship coordinator can direct students to other teaching and research staff in the Communication Science department in cases where specific knowledge is required. Comparable to the internship reflection report, students hold the option to send in a draft report, in order to be checked whether all content elements are present and or sufficiently elaborated. This checking of the draft report will however be done on a very superficial level.

3) Evaluation of internship project / assignment by the host internship organization

The evaluation of the host internship organization plays an important part in the assessment of the internship assignment module. The university internship coordinator will compare the assessment of the project / assignment report with the evaluation provided by the host internship organization. If major discrepancies between the evaluation of the host internship organization and the assessment of the university internship coordinator arise, the university internship coordinator may contact the host internship organization to discuss this discrepancy. This may result in adjustments to the initial assessment of the project / assignment report by the university internship coordinator.

3.3 Assessment scheme B-COM internship assignment module (15 EC)

The internship assignment module will be graded by the university internship coordinator. In order to grade the internship reflection module, following deliverables / aspects will be taken into account:

- 1 The project / assignment proposal, accounting for 10% of the final grade
- 2 The project / assignment report, accounting for 90% of the final grade. Within the project / assignment report a more detailed division of assessment aspects is made (see table 2).
- 3 An evaluation of the project / assignment report by the host internship organization (to verify the final assessment)

All assessment forms, including the evaluation form for the host organization, are available in appendix 2. All together the test plan for the internship assignment module, related to the programme learning goals, can be summarized as depicted in table 2:

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

<i>Deliverable / assessment aspect</i>	<i>Programme learning goal</i>				
	<i>L1</i>	<i>L2</i>	<i>L3</i>	<i>L4</i>	<i>L5</i>
Project / assignment proposal	X				
Project /assignment report		X	X	X	X
Evaluation host organization		X		X	X
Weighting factors:	10%	15%	30%	30%	15%

Appendices

B-COM Reflection Module (15 EC):

1 – Assessment / grading forms – B-COM internship reflection module (15EC)

1A – Grading form preparation report; to be assessed by university internship coordinator

1B – Grading form reflection report; to be assessed by university internship coordinator

1C – Grading form internship process; to be assessed by university internship coordinator

1D – Evaluation form internship host organization; to be assessed by the internship host organization

B-COM Assignment Module (15 EC):

2 – Assessment / grading forms – B-COM internship assignment module (15EC)

2A – Grading form proposal report; to be assessed by university internship coordinator

2B – Grading form assignment report; to be assessed by university internship coordinator

2C – Evaluation form internship host organization; to be assessed by the internship host organization

1B – Grading form reflection report; to be assessed by university internship coordinator (2 pages)

Assessment form internship reflection module: reflection report

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Grade reflection report

0

(weight = 80%)

Student name: _____

Student number: _____ Grading date: _____

201500046 (B-COM internship reflection module - 15 EC)

Host internship organization: _____

Internship period: _____

1 - Description of internship experiences (L2 t/m L4 = in total 40%)

Internship experiences (L2 = 15%) Sub-grade: (1 to 10) 0,0 X 15% Points: 0,00

Taking into consideration:

- Diversity of internship tasks / activities
- Level of internship tasks
- Gained knowledge and insights

Remarks: _____

Reflection on student learning goals (L3 = 15%) Sub-grade: (1 to 10) 0,0 X 15% Points: 0,00

Taking into consideration:

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

Remarks: _____

Conclusions drawn based on internship (L4 = 10%) Sub-grade: (1 to 10) 0,0 X 10% Points: 0,00

Taking into consideration:

- Reflection towards content of B-COM
- Reflection on strong and weak points
- Connection of aspects of L1 and L2

Remarks: _____

2 - Elaboration of study about professional field of activity (L5 = in total 30%)

Introduction and research question (L5a = 10%) Sub-grade: (1 to 10) 0,0 X 10% Points: 0,00

Taking into consideration:

- Elaboration of trends in labor market
- Usage of relevant sources

Remarks: _____

Method and procedure (L5b = 5%) Sub-grade: (1 to 10) 0,0 X 5% Points: 0,00

Taking into consideration:

- Introduction Q-sort method
- Explanation Q-sort sample
- Description research procedure

Remarks: _____

Assessment form internship reflection module: reflection report

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Student name: _____

Elaboration of study results (L5c = 10%) Sub-grade: (1 to 10) **0,0** X 10% Points: **0,00**

Taking into consideration:

- Completeness of results
- Analysis of results
- (Visual) display of results

Remarks:

Conclusions based on study results (L5d = 5%) Sub-grade: (1 to 10) **0,0** X 5% Points: **0,00**

Taking into consideration:

- Answering of the central research question
- Connection with the results
- Used argumentation / justification

Remarks:

3 - Elaboration of discussion topics resulting of the internship (L6 = 10%)

Discussion based on internship experience (L6 = 10%) Sub-grade: (1 to 10) **0,0** X 10% Points: **0,00**

Taking into consideration:

- Overall evaluation of internship period
- Discussion topics related to field of activity
- Future points of improvement

Remarks:

Final grade reflection report:

Total points gained: **0,00** X weight = 80% **0,0**

General remarks:

1C – Grading form internship process; to be assessed by university internship coordinator

Assessment form internship reflection module: process assessment

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Grade process

0

 (weight = 10%)

Student name:

Student number: Grading date:

201500046 (B-COM internship reflection module - 15 EC)

Host internship organization:

Internship period:

Transparency of internship progress and motivation towards deadlines (L7 = in total 10%)

7a - Contact moments and transparency of internship progress Sub-grade: (1 to 10) 0,0

- Taking into consideration:
- Number of contact moments
 - Content of contact moments
 - Transparency of internship progress

Remarks:

7b - Planning en deadlines Sub-grade: (1 to 10) 0,0

- Taking into consideration:
- Reports handed in according plan
 - Evaluation(s) of host internship organization handed in acc. plan
 - Deviations communicated

Remarks:

Process grade (Average L7a en L7b): 0,0

General remarks:

1D – Evaluation form internship host organization; to be assessed by the internship host organization

Host organization evaluation form (B-COM Reflection module- 15 EC)

(Page 1 of 2)

Name of the intern: _____

Period of stay at the company: _____

Hosting company _____

Department where intern was located: _____

Name of the company mentor: _____

Function title of the company mentor: _____

How would you evaluate the intern based on below aspects and related to the intern's period of stay at the company?

	Insufficient	←—————→				Excellent
Diversity of tasks and performed activities:						
Level and/or difficulty of performed tasks:						
Gained knowledge and skills by the intern:						
Overall satisfaction with intern's performance:						

Remarks:

How do you assess below professional competencies of the intern as experienced during the internship period?

	Insufficient	←—————→				Excellent
Ability to be or think creative:						
Ability to work independently on tasks:						
Ability to take initiative / be assertive:						
Ability to communicate effectively:						

Remarks:

Host organization evaluation form (B-COM Reflection module- 15 EC)

(Page 2 of 2)

How do you evaluate below aspects of development of the intern as experienced during the internship period?

(L3) Insufficient ←————→ Excellent

Development of personal competencies:									
Development of academic / analytical:									
Development of branche related competencies:									

Remarks:

How do you evaluate the information of and/or contact with the Communication Science education of the University?

Insufficient ←————→ Excellent

Contact with or visit of University mentor									
Information about the aim of the internship:									
Information about intern evaluation procedure:									

Remarks:

Do you appreciate to be contacted by the University mentor, based on or as a result of your evaluation of the intern?

Yes No

Would you want to host a student of the University of Twente for an internship in the future?

Yes No

Signature:

Date:

.....

.....

We thank you for filling out this form and for providing an internship position for one of our students at your company!

Appendix 2 – Assessment / grading forms – B-COM internship assignment module (15EC)

2A – Grading form proposal report; to be assessed by university internship coordinator

Assessment form internship assignment module: proposal assessment

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<p><i>Grade proposal</i></p> <p>0</p> <p>(weight = 10%)</p>
--

Student name: -----

Student number: ----- Grading date: -----

(B-COM internship assignment module - 15 EC)

Host internship organization: -----

Internship period: -----

Description of the proposed internship project / assignment (L1 = in total 10%)

1a - Description of aim(s) and goal(s) of the project / assignment Sub-grade: (1 to 10) **0,0**

<p>Taking into consideration:</p> <ul style="list-style-type: none"> - Introduction of project / assignment - Description of problem setting / question 	<p>Remarks:</p>
---	-----------------

1b - Elaboration of systematic approach of project / assignment Sub-grade: (1 to 10) **0,0**

<p>Taking into consideration:</p> <ul style="list-style-type: none"> - Proposed (systematic) plan of activities - Interrelatedness of activities - Connection to relevant existing knowledge 	<p>Remarks:</p>
---	-----------------

1c - Description of final product / report Sub-grade: (1 to 10) **0,0**

<p>Taking into consideration:</p> <ul style="list-style-type: none"> - Outcome expectations of assignment - Benefits for host internship organization 	<p>Remarks:</p>
---	-----------------

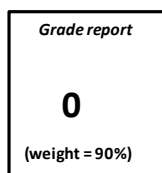
Grade proposal report (average 1a, 1b en 1c): **0,0**

<p>General remarks:</p>

2B – Grading form assignment report; to be assessed by university internship coordinator

Assessment form internship assignment module: report assessment

(Page 1 / 1)



Student name: _____

Student number: _____ Grading date: _____

(B-COM internship assignment module - 15 EC)

Host internship organization: _____

Internship period: _____

Elaboration of the internship project / assignment, based on report (L2 to L6 = 90% van total)

Description of assignment and action plan (L2 = 15%) Sub-grade: (1 to 10) 0,0 X 15% Points: 0,00

- Taking into consideration:
- Description aim(s) and goal(s) of project
 - Elaboration of systematic plan of activities
 - Interrelatedness of activities

Remarks:

Use of literature / existing knowledge (L3 = 30%) Sub-grade: (1 to 10) 0,0 X 30% Points: 0,00

- Taking into consideration:
- Application of existing knowledge / sources
 - Quality and relevance of sources used
 - Link between used literature / knowledge and the project / assignment

Remarks:

Accomplishment of assignment goal(s) (L4 = 30%) Sub-grade: (1 to 10) 0,0 X 30% Points: 0,00

- Taking into consideration:
- Results of activities performed
 - Elaboration of recommendation(s)
 - Feasibility of recommendation(s)

Remarks:

Reporting quality of the assignment report (L5 = 15%) Sub-grade: (1 to 10) 0,0 X 15% Points: 0,00

- Taking into consideration:
- Structuring of the report
 - Referencing of sources
 - Information density of report
 - General lay-out / appearance

Remarks:

Final grade project / assignment report:

Total points gained: 0,00 X weight = 90% → 0,0

General remarks:

2C – Evaluation form internship host organization; to be assessed by the internship host organization

Host organization evaluation form (B-COM Assignment module- 15 EC)

(Page 1 of 2)

Name of the intern: _____

Period of stay at the company: _____

Hosting company: _____

Department where intern was located: _____

Name of the company mentor: _____

Function title of the company mentor: _____

Based on the execution and reporting, how do you evaluate the final outcome and/or result of the internship assignment?

	Insufficient ←	↔			→ Excellent
Definition and aim of the assignment					
The practical approach and/or used method(s)					
The practiced systematic way of working					
Actual realization of the assignment aim(s)					
Degree of elaboration of recommendations					
Feasibility of reported recommendations					
The efforts versus gains ratio of the assignment					

Remarks:

Host organization evaluation form (B-COM Assignment module- 15 EC)

(Page 2 of 2)

How do you assess the reporting skills of the intern, based on the report(s) concerning the internship assignment?

	Insufficient	←—————→			Excellent
Clarity and structuring of the report(s)					
Information density of the report(s)					
Lay-out and appearance of the report(s)					

Remarks:

Do you appreciate to be contacted by the University mentor, based on or as a result of your evaluation of the assignment?

Yes No

Signature:

Date:

.....

.....

We thank you for filling out this form and for providing an internship assignment for one of our students at your company!