

Every student is expected to be aware of these regulations and is fully responsible for any consequences that may arise from their negligence.

1. In the Business Management – Marketing program, located at the Mechelen campus of Thomas More University College of Applied Sciences (hereafter referred to as “the University College”), the internship is a mandatory component of the curriculum for all final-year students.
2. The internship takes place in the final phase of the program and lasts for 12 weeks or 60 working days. There are 2 possible internship periods, depending on when the student schedules this internship:
 - Semester 1: The internship period starts on **18/09/2023** and ends on **15/12/2023**.
 - Semester 2: The internship period starts on **12/02/2024** and ends on **17/05/2024**.
3. The following guidelines contain important information for all parties involved: the students, the internship companies, and the University College.

General provisions of the internship

4. The student will carry out the internship assignment at the internship placement personally. During the internship, the student will use the technical resources of the internship company and will be supported by a supervisor from the company, referred to as the “internship mentor” or “supervisor”.
5. The internship is essentially unpaid. Companies may provide an allowance for expenses or travel costs. Each internship company takes on the obligation to compensate the student for expenses resulting from internship activities such as phone calls, travel to clients, suppliers, and the like. The company makes clear agreements with the student in advance.
6. During the internship, the student remains legally dependent on the college and retains the status of a regular student. There is no employment contract between the student and the internship company. However, the internship company, college, and student enter into an internship agreement.
7. During the internship period, the student will be present at the internship location for five days a week. They will comply with the working hours set by the company. The student must complete a total of 60 working days during this period.

If the student is taking courses simultaneously with the internship, he should consult with the relevant course teacher and internship coordinator on how to successfully complete the course. This should not have any negative consequences for the required duration of the internship.
8. If the student is absent due to circumstances such as illness, he must inform the internship mentor as soon as possible and provide valid proof. The student must also provide valid proof to the internship teacher within 7 days. Any absence will be made up after consultation with the relevant parties.
9. If the internship cannot continue at the prime location due to force majeure, the internship will continue online. If online activities are not feasible, the student must complete an internship assignment. The internship assignment must align with the list of tasks of the degree program or field of study, and the internship coordinator must approve it.

Objectives of the internship

10. The internship provides the student with opportunities for experiential learning by actively participating in a real professional and social working environment. During the internship, the student can apply their theoretical knowledge to practical situations that are difficult or impossible to offer within the University College's program, matching the program's nature and level.
11. The internship provides opportunities to develop professional, technical, communicative, and social skills.
12. The student becomes familiar with the internal operation of an organization, including its structure, working climate, methods, expectations, work pace, and company culture. Additionally, the student learns to position himself within a particular organization.
13. The student gains a better understanding of his future profession and the roles that someone with his specific education can fulfill.
14. The internship promotes a learning attitude within a working environment.
15. The internship provides an important reference point for job applications and finding employment.
16. Ideally, both the internship company and the student benefit from the internship.
17. The organization of internships creates opportunities for the University College to establish long-term relationships with the professional field.

Internship workplace

18. When choosing a company for the internship, the student must adhere to strict conditions. He can either select an internship company from the available offers on the internship portal (<https://stages.thomasmore.be/stageportaal/Default.aspx>), or he can propose his own internship company which must be approved by the University College on the same portal.
19. It is the responsibility of the student to ensure that a supervisor is assigned within the company who can dedicate enough time to provide guidance and supervision. The supervisor discusses the goals, subjects, and expectations of the internship beforehand, which enables the student to gain a clear understanding of the internship, and requirements of the internship company.

Internship application and internship agreement

20. The student must submit his preference before the given deadline. He can submit his own proposal on the internship portal or select a preference from the offered internship positions.
21. The internship coordinator reviews the preference and authorizes the student to apply. As a result, the student can download his internship contract and task list and bring it along to the interview.
22. The student must ensure that two copies of the internship agreement are signed, one for the internship company and one for the student. The scanned, signed internship agreement and completed task list must be uploaded to the internship portal no later than six weeks before the start of the internship.

Engagement of the University College

23. The internship coordinator of the program is responsible for the practical organization of the internship.
24. Before the start of the internship, each student receives extensive information about the organization and objectives of the internship, as well as the nature of the internship activities.
25. If necessary, in consultation with the care coordinator and the internship company, the internship coordinator takes into account the individual care file of the student, to the extent possible.
26. The University College organizes internships in collaboration with companies and institutions in Belgium or abroad. The final allocation of the internship placement is done by the internship coordinator.
27. The University College is responsible for the internship administration.
28. Each student who completes an internship is assigned an internship teacher by the University College.
29. The student is insured against accidents by the University College (cf. the internship agreement). Any accidents must be immediately reported to the University College.
30. The student commits himself to behave ethically and, in particular, not to disclose any trade secrets or other confidential information to which he may be exposed. If necessary, the internship company may draw up a confidentiality agreement specifying how the student should handle the information made available to him during the internship.

Engagement of the program's internship coordinator

31. The internship coordinator is Quinten Hiel (quinten.hiel@thomasmore.be).
32. The task of the internship coordinator includes, among other things, assigning internships and an internship supervisor to the student, providing the necessary documents, and keeping track of the CRM system.

Engagement of the internship teacher

33. Each student is assigned an internship teacher who is a faculty member at the University College. The internship teacher's role is to supervise and guide the student during his internship and serve as the primary contact person for the internship supervisor.
34. Before the start of the internship, the internship teacher makes the necessary practical arrangements with the student. Throughout the internship, the internship teacher maintains contact with the student via the internship portal and provides biweekly feedback to the student.
35. At the beginning of the internship, the internship teacher contacts the internship company to discuss the evaluation procedure.
36. The internship teacher will visit the internship location at least once (during the second half of the internship) for a meeting with the internship mentor. This visit can take place either physically or virtually. Additional visits can be arranged upon request from the internship mentor and/or student.
37. The internship teacher reads both the interim and final evaluations of the supervisor and the student.
38. At the end of the internship the internship teacher holds an individual meeting with the student to discuss both the mid-term and final evaluations.
39. The internship teacher monitors the students' performance during the internship and evaluates it after the completion of the internship.

Engagement of the student

40. The student should comply with all contractual and other agreements.

If the student takes courses simultaneously with the internship, the student consults with the relevant course instructor and internship coordinator on how to successfully complete the course. This should not have any adverse effects on the required duration of the internship.
41. The student should make every effort to successfully complete the internship assignment.
42. The student should show eagerness to learn and to demonstrate appropriate motivation.
43. While carrying out the internship assignment, the student should apply acquired general and profession-specific competencies to the best of their ability and strive to develop them further.
44. The student should show respect for the internship company in general, and for his supervisor in particular.
45. The student adheres to the company's schedule and vacation policy, as well as its remote working policy, and makes an effort to integrate into the internship environment (general attitude, dress code, language usage, punctuality, dedication, politeness, etc.). However, the company is not obligated to provide the option of remote working to the student if it deems it suboptimal.
46. Before the start of the internship, the student schedules a personal meeting with the company representatives. During that meeting, the internship mentor receives an internship folder with the internship documents: the internship agreement and the task list. The student and a representative of the company sign the internship agreement. The student immediately uploads one copy of the internship agreement and the completed task list via the internship portal.
47. The student regularly reports on the progress of the internship to the internship mentor. He reports to the internship supervisor by completing a reflection document (cf. Canvas agreements) every two weeks. The student works according to the same fixed pattern in which the following questions must be clearly answered:
 - What did I learn during the past week?
 - What tasks did I perform during the past week?
 - What difficulties (both substantive and social) did I encounter during the past week?
 - How did I solve these difficulties?
 - Describe in 3 words how you feel about the past week.
48. The student completes the following forms: company and expectations, self-reflection, and self-evaluation. He submits these to the internship supervisor via the internship portal (cf. Canvas agreements).
49. In case of absence, the student immediately informs the internship mentor and the internship teacher. The necessary evidence, such as medical certificates, is provided to the internship teacher and the company. Students who are absent unlawfully may lose their status as regular students. Any absence will be made up after consultation with the parties involved.

50. The student should contribute to maintaining and promoting a good relationship between the internship company and the University College.
51. In case of problems, the student should inform the internship teacher immediately.

Engagement of the internship company

52. The internship company offers an internship that enables the student to achieve the objectives mentioned above.
53. The internship company provides a formal internship assignment upon application for the internship position, based on which the internship application can be approved. These assignments should align with the profession-specific competencies of the study program. This list is not exhaustive and is included at the bottom of these guidelines.
54. The internship company provides the necessary material facilities to complete the internship assignment at the internship site.
55. The internship company appoints a "internship mentor", an employee who acts as the primary point of contact for the student.
56. The internship mentor offers the student necessary support and ensures regular follow-up of the course of the internship. He makes concrete agreements about this with the student.
57. The internship mentor informs the internship teacher immediately in case of irregularities or problems.
58. After approximately six weeks of the internship, the internship supervisor holds a feedback session with the student based on the interim evaluation (cf. internship portal) and provides a final evaluation (see further under 'Evaluation of the Internship').

The evaluation of the internship

59. The internship teacher informs the internship mentor about the evaluation procedure, and the necessary forms and documents are available on the online internship portal.
60. After six weeks, the internship mentor conducts an interim evaluation using the interim internship evaluation form. The internship mentor discusses this evaluation with the student to provide feedback on his progress and areas for improvement. The evaluation is done through the internship portal.
61. At the end of the internship, the internship mentor fills out the evaluation form via the internship portal. The internship mentor assesses the student based on the general and profession-specific competencies and the corresponding behavioral indicators of the Business Management Program. It is essential that the internship mentor also verbally explains this assessment to the student to enhance the learning effect of the internship.
62. The internship teacher assesses the professional development and reflective capacity of the student based on the internship visit, the final reflection, the internship diaries, and the communication between the internship teacher and student (professional, timely, relevant, etc.).
63. The final grade for the internship is determined by the internship teacher and internship mentor in agreement with the internship coordinator.

Any deviation from the previous guidelines must be explicitly reported to and approved by the internship teacher.

General provisions of the bachelor's thesis

64. The bachelor's thesis is a mandatory component of the curriculum and provides an answer to a problem formulated by the internship provider. The bachelor's thesis is further concretized in consultation with the internship supervisor and the student. The student investigates, documents, and describes the subject matter and makes any recommendations. Market research must be included during the internship so that it can be used directly or indirectly in the bachelor's thesis. The topic is related to one or more competencies of the program. Each bachelor's thesis always includes a mandatory research component:
- Problem definition or research question
 - Exploration
 - Theoretical
 - Situational
 - Possible modeling and scenarios
 - Conclusions and recommendations
 - Bibliography

The bachelor's thesis has a different objective than the internship and is evaluated separately. They can be linked to each other if they are in line with each other and mutually reinforce each other. The bachelor's thesis must include a practical implementation (digital marketing plan, e-commerce plan, etc.) based on previous market research within the company so that the student can combine theory and practice.

65. The student will work on the bachelor's thesis during and after the internship period. In consultation with the internship company, it is allowed to spend a limited amount of time on research and writing the bachelor's thesis.
66. The student commits to behaving ethically and, in particular, not to disclose trade secrets and other confidential information to which he may become privy. If necessary, a confidentiality agreement can be drawn up by the internship company, which determines how the student should handle the information made available to him in the context of his bachelor's thesis (cf. Embargo document on Canvas and KU Loket).
67. The task of the internship coordinator includes assigning an internship supervisor to the student, providing the necessary documents, and assembling the jury for the presentation and defense of the bachelor's thesis.
68. The "Bachelor's Thesis" committee approves the topic of the bachelor's thesis. The internship supervisor is not necessarily the subject matter expert for the bachelor's thesis topic. We rely on the internship mentor for substantive guidance. If necessary, the student can consult other program teachers for guidance.
69. The "Bachelor's Thesis" committee organizes a (mandatory) follow-up moment at which the student is expected to be present. This (virtual) moment is announced to the student (via Canvas) and to the internship company (via email).
70. The internship mentor or a colleague at the internship company provides substantive support to the student for the elaboration of the bachelor's thesis.
71. The internship mentor or a colleague at the internship company is invited to participate in the jury that evaluates the bachelor's theses. Further practical arrangements are communicated by the internship teacher.
72. The bachelor's thesis is evaluated based on product, process, presentation, and defense. The process is evaluated by the internship teacher. The product is evaluated by the internship teacher and the internship mentor. The evaluation of the presentation and defense is done by the attending jury members.

Any deviation from the previous guidelines must be explicitly reported to and approved by the internship teacher.

The internship assignments within the domain-specific learning outcomes Marketing (profession-specific competences)

Please indicate which tasks Marketing students can perform during their internship at your company. The selected assignments will be evaluated by the internship supervisor at a later stage.

The specific learning outcomes related to the domain provide the framework for a set of competencies that all students in the Bachelor in Business Management program are expected to acquire.

Name Student	
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Internship Company	
Address	
Postal Code and Municipality	
Name internship supervisor	
Telephone internship supervisor	
Email internship supervisor	

General starting conditions for internship company

The Bachelor in Business Management completes an internship within a company that meets the following starting conditions:

	The internship takes place in the Marketing department within the company, more specifically the internship company falls within the sector of the chosen specialization, namely Digital, Fashion, or Sport.
	The internship company has an E-commerce department or is working on it.
	Aspects of Digital Marketing are addressed.
	The student is expected to develop and/or realize and/or create visualizations using the tools covered and discussed during the Graphic Design and/or Video Marketing courses.
	The classic bachelor's thesis must include a practical implementation ((digital) marketing plan, e-commerce plan...) based on a previous market research conducted within the company so that the student tries to combine theory and practice.

Oral and written communication

The Bachelor in Business Management is able to communicate professionally in writing and orally using the language of instruction for the course as well as at least two other common languages used in the business world.

	Oral communication: face to face, telephone, and digital communication channels. The student requests information from customers, supplier colleagues, he solves problems, arranges appointments, keeps in touch with various stakeholders of the company.
	The student (actively) participates in a meeting or a discussion and expresses his own ideas clearly and professionally.
	Written communication: The student helps to write reports (graphical reporting) and prepares presentations.
	Oral and written communication in other languages: French, English. Please specify.
	Other:

Market research

The Bachelor in Business Management writes a research plan and conducts market research with the aim of assessing the opportunities and competition in the market. He interprets the results and formulates recommendations.

	Analyzing and interpreting the market (customer analysis, competition analysis, SWOT...).
	Conducting market research, analyzing, and interpreting results.
	Other:

Marketing plan

The Bachelor in Business Management performs a strategic analysis: he identifies the strengths and weaknesses of the company based on an analysis of internal business processes and detects opportunities and threats in the meso- and macro-environment. Using this SWOT and confrontation matrix, he formulates points of attention. Based on this, he formulates marketing objectives and develops a marketing plan.

The Bachelor in Business Management actively contributes to the development of a marketing policy. He clearly defines target groups and positioning. He formulates concrete marketing objectives and designs a plan for the operational marketing mix.

The Bachelor in Business Management translates the marketing plan into an online and offline marketing communication plan.

	Contributing to determining segments, target groups, and positioning.
	Collaborating on product and/or service policies.
	Assisting with implementing pricing policies.
	Assisting with distribution policies.
	Assisting with social media tools.
	Setting up and executing email campaigns.
	Performing website support tasks (checking, adjusting texts, SEO, SEA...).
	Creating flyers, brochures...
	Helping/making presentations (PowerPoint...).
	Organizing events.
	Communicating with field staff.
	Communicating and making arrangements with suppliers (e.g., market research agencies, advertising agencies, PR agencies, etc.).
	Assisting with budget management.
	Making analyses in Excel, working with pivot tables.
	Other:

Commercial plan

The Bachelor in Business Management prepares a sales plan with a view to achieving commercial objectives. He develops and maintains business relationships for the purpose of sales and service provision. He knows the necessary sales techniques and (ICT) systems for prospecting, sales, and customer management.

	Perform administrative work related to commercial activities or internal work organization.
	Develop a needs analysis for a customer.
	Contact potential customers, both domestically and internationally. This includes searching for addresses, preparing for the conversation, preparing sales materials, and announcing a visit by phone or in writing.
	Conduct a sales conversation.
	Negotiate with external parties.
	Provide information about products (services), the company and its internal organization, the service, and the delivery method.
	Argue and counter objections.
	Report (per visit).
	Update customer databases.
	Consult and question customer databases.
	Assist in the development of an account plan (internally and externally).
	Plan sales administration.
	Other:

Possible remarks of supervisor

Signature supervisor