

## 27667 - Internships

### Información del Plan Docente

<b>Academic Year</b>	2016/17
<b>Academic center</b>	109 - Facultad de Economía y Empresa
<b>Degree</b>	450 - Degree in Marketing and Market Research
<b>ECTS</b>	10.0
<b>Course</b>	4
<b>Period</b>	Annual
<b>Subject Type</b>	Optional
<b>Module</b>	---

### **1.Basic info**

#### **1.1.Recommendations to take this course**

#### **1.2.Activities and key dates for the course**

### **2.Initiation**

#### **2.1.Learning outcomes that define the subject**

#### **2.2.Introduction**

### **3.Context and competences**

#### **3.1.Goals**

#### **3.2.Context and meaning of the subject in the degree**

#### **3.3.Competences**

#### **3.4.Importance of learning outcomes**

### **4.Evaluation**

### **5.Activities and resources**

#### **5.1.General methodological presentation**

The learning process designed for this course is based on an active method, given that the student is integrated in a private or public organization to take an apprenticeship in it. The student becomes the agent of his/her own education through personal research, direct contact with reality and the experience with the work group where he belongs. This method is based on:

A strong motivation in the learning process

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A growing difficulty

The establishment of a bridge between academic theoretical abstraction and practical reality.

The detection of errors

The student's autonomy

The acquisition of skills in the search for information

### **5.2.Learning activities**

A range of activities will be offered to the student to help him/her achieve the expected goals:

Tutorials and presentation of the work placement report.

Working hours adapted to the needs of the partner company and of the student. Individual work: The student will write a preliminary work placement report, an academic report and will present the academic report.

### **5.3.Program**

### **5.4.Planning and scheduling**

This subject is worth 10 ECTS credits, which amounts to 250 hours for the student. The distribution of the schedule will be the following:

Activity: Work in the firm where the apprenticeship is done: 190 hours

Activity: Meetings with the academic tutor: 12 hours

Activity: Writing of the preliminary work placement report, of the academic report and its presentation: 48 hours

TOTAL: 250 hours

### **5.5.Bibliography and recommended resources**

There are no bibliographical sources for this subject