



UCAM
UNIVERSIDAD
CATÓLICA DE MURCIA

Course Description 2018/2019

Business Internships

Master in Business Administration (MBA)

On-Campus Learning

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Marketing and Marketing Management

Marketing and Marketing Management

Business Internships

Module: **Practical**

Subject: **Business Internships**

Type: **Practical**

ECTS Credits: **6**

Semester: **Second**

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Module coordinator: **M^a Mercedes Carmona**

Brief Description

The aim of work placement in companies is to allow students to complement their multidisciplinary education through the practical application of knowledge and skills acquired in their MBA University Master.

To this end, the MBA offers students the possibility to professionally integrate in business management areas to identify and implement methods and management techniques of business organization.

Prerequisites

To study this course adequately, it is necessary for the student to have gained the knowledge assigned to the mandatory common module and to the subject chosen from the specialization module.

Goals

1. Applying the skills gained during the University Master of Business Administration (MBA).
2. Giving the student the opportunity to fit in professionally in the different functional areas of the company.
3. Giving the student the opportunity to identify and apply methods and techniques of management and organisation of companies.

Skills and learning results

Transversal skills

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T2: Ability to organise and plan.

T4: Decision-making.

T5: Teamwork.

T6: Work in an international context.

T7: Interpersonal skills.

T8: Critical thinking.

T11: Adaptation to new situations.

T12: Creativity.

T14: Concern for quality.

MECES1: For the students to learn how to apply new knowledge and their problem solving ability in new or unknown environments within larger (or multidisciplinary) contexts related to their field of study.

MECES2: For the students to gain the ability to integrate knowledge and face the complexity of making a judgement that, being based on incomplete or limited information, still corresponds to a reflection of social and ethical responsibilities related to the application of their knowledge and opinions.

MECES3: For the students to know how to communicate their conclusions (as well as the knowledge and the underlying arguments that support them) to specialised and un specialised audiences in a clear and unambiguous manner.

MECES4: For the students to possess the learning abilities that enable them to keep studying in an autonomous and self-directed way.

MCER5: Understanding the main points from clear texts written in standard language if they deal with familiar issues, whether from working, studying or relaxing situations.

MCER7: Producing simple and coherent texts dealing with familiar topics or bringing about a personal interest.

MCER8: Being able to describe experiences, events, wishes and aspirations as well as briefly justifying your opinions or to explain your plans.

Specific skills

E1: Mastering and integrating the necessary tools and methods of management for the development of your professional activity.

E2: Going in-depth into the company's business management and different management areas.

E8: Solving economic and business problems by applying concepts, properties, norms, techniques and adapted methods to the corresponding functional area.

E17: Explaining the relevant, reliable and structured information for decision making and problem solving with the necessary media.

E31: Identifying and understanding the factors and dimensions that are part of the company on a functional level and the features of its administration system.

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E32: Applying the knowledge and techniques gained during the MBA to business management.

E33: Initiating the integration process in the professional business world.

Learning results

LR: Managing and organising accounting and financial information gained during the learning process.

LR: Decision making, in a comprehensive and critical manner, between different options.

LR: Gaining and implementing collaboration strategies and abilities that favour teamwork.

LR: Developing your own professional work in a global environment.

LRT7: Gaining and put into practice social and communication skills that enhance interaction.

LR: Expressing opinions in a critical manner and in various situations.

LR: Behaviour adjustments regarding changes and demands that bring forward new situations.

LR: Planning and developing innovative actions whether in the field of knowledge or in everyday life.

LR: Valuing the importance of correct fulfilment of your work.

LR: Being able, with the acquired knowledge, to manage changes in a new environment within a multidisciplinary context.

LR: Applying the acquired knowledge to the exercise of professional activity and to the solving of complex problems.

LR: Taking a stance on a specific matter and being able to use pedagogically a knowledge related to the field of study in order to convey your point of view.

LR: Planning and developing training initiatives that enable access to more specific professional and/or scientific knowledge within the field of study.

LR: Analysing and synthesising the key questions of a text related to everyday life or the field of study.

LR: Writing about personal and professional issues.

LR: Being able to communicate, both orally and written, situations that include reflected opinions, affective dimension and purposes.

LR: Carrying out projects that challenge your critical and reflective abilities, being able to make decisions and put into practice your ability to analyse and synthesise the economic and business phenomena.

LR: Applying and corroborating the theoretical and practical knowledge gained in the company.

LR: Knowing the purpose of the company's functional areas in various productive sectors.

LR: Understanding and applying knowledge through abilities of solving new or little-known problems in the development of the professional activity within multidisciplinary contexts.

LR: Being able to integrate knowledge and face the complexity of making a judgement that is based on incomplete information.

LR: Selecting the most important information of a situation in a systematic and fluent way by applying it effectively.

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LR: Gaining a complete vision of the system and the operation of the resources management processes as a main focus.

LR: Having a global vision of the issues of the current business reality.

LR: Identifying the issues deriving from business management and proposing solutions.

LR: Adapting to the different tasks of business management.

LR: Developing the gained knowledge and skills in the business practice.

Methodology

Methodology	Hours	In-class studying hours	Off-class studying hours
In-class course	0,5	4 hours (2,6%)	
Tutoring	3,5		
Internships in the Company	140		146 hours (97,4%)
Writing the Internship Report	6		
TOTAL	150	4	146

Syllabus

There is no syllabus for Business Internships because of the course type.

Relation to other subjects

The End of Master Project is closely related to all subjects of the Master in Business Administration (MBA).

Evaluation system

September Convocation:

Students will be evaluated by the internal MBA tutor based on the Report presented by the student, his/her Evaluation Report and the external tutor's Evaluation Report.

The final percentage mark shall be determined as follows:

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- Internal tutor report: 35% (based on the information conveyed by both the student and the external tutor)
- Company's external tutor report: 35%
- Internship Report: 30%
 - Structure and presentation: 10%
 - Quality and content: 20%

November Convocation:

Same criteria as the previous convocation.

References

There are no references for Business Internships because of the course type.

Related Webs

There are no related webs for Business Internships because of the course type.

Recommendations for the study

None specified.

Teaching materials

A PC with Internet connection and office software programs (word processor, spreadsheet, presentation, etc.) for personal studies is necessary. It is also recommended for students to use storage devices (such as memory sticks, CDs or DVDs) to speed up the exchange and storage of Power Point presentations, exercises, case studies, etc., data.