



INTERNSHIP MANUAL

Valid for students who enrolled in the BBA programs

**BBA Tourism & Hospitality Management,
BBA Tourism, Hotel Management and Operations,**

Curricula Versions 114 + 115, starting as of Fall 2017

(Version 2017)

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OVERVIEW

Internships are supervised, practical training periods for which BBA students earn academic credits. Internships provide excellent opportunities for students to put into practice much of the knowledge and skills acquired during their studies and to gain firsthand knowledge of the tourism and hospitality industry. It is also an opportunity for employers to observe the student in the work environment and evaluate their management potential for possible future employment.

MODUL University Vienna requires that BBA students complete a min. 900 hour internship as part of their study program. It can be completed in one part (min. 6 months) or in two equal parts (min. 3 months each). The organization selected for the internship can range from large destination marketing organizations and major hotel chains to small and medium-sized enterprises.

It is each student's own responsibility to find an internship placement. MODUL University Vienna maintains relations with a wide range of internship partners who are listed under www.modulcareer.at. It is also possible that a student proposes to do an internship at a company which is not listed in the database, as long as it is relevant to their studies. The Internship Preparation Workshop, taking place every semester, is a mandatory pre-requisite in order to get the internship contract signed. MODUL Career provides extensive support on www.modulcareer.at accessible with the MODUL Career student login.

OBJECTIVES & BENEFITS

Students benefit through:

- Acquiring experience in a real-life work environment
- Having the chance to put theory into practice, demonstrating significant understanding of own learning strategies to cope with the requirements of the work environment
- Increasing the level of maturity and grasp business culture
- Developing vocational and personal skills
- Enhancing career opportunities and establishing useful contacts in the industry
- Developing, reflecting and evaluating on the strategies to achieve own career goals
- Having the opportunity to travel, earn a salary and enjoy an independent and different way of life

Companies and organizations benefit through:

- Employer branding
- Establishing academic partnerships
- The input of fresh, innovative ideas through talented students
- Gaining additional manpower during critical times
- Developing a pool of talent from which to recruit once students graduate
- The opportunity to give feedback to the university about knowledge and skills

CODE OF CONDUCT

1. Students' conduct and performance represents not only themselves but also MODUL University Vienna. Before, during and after the internship, students are effectively an ambassador for the university and should act accordingly
2. Students must adhere to the MODUL University's code of conduct during the internship
3. Students must respect the laws of the country where they perform their internship
4. Students must dress appropriately for their position
5. Students must complete the internship under the conditions in the contract.
6. Students must hand in all relevant documents on time as required (see page 9).

Failure to comply with these rules may result in **no** ECTS points being awarded at the conclusion of the internship.

INTERNSHIP PREPARATION WORKSHOP | 1 ECTS

This is a **mandatory** core course which students have to attend **PRIOR** to doing an internship. The main goal of this workshop is to help BBA students prepare for the internship by providing resources, guidelines, and support to assist students in applying to companies of their choice in the industry. The workshop consists of 15 units, split into 5 sessions, and students have to register for them on Moodle **during course registration**, where dates and times are provided.

Teaching approach

A mixture of lectures, in-class discussions, case studies and critical questions of the material covered, role plays as well as group work.

Learning objectives

Upon successful completion of this workshop, students will be able to:

- Establish a professional and personal goal for their internship experience
- Understand MODUL University's requirements in terms of the internship
- Apply strategies and resources necessary to find an internship
- Use the job platform on www.modulcareer.at
- Prepare their Curriculum Vitae and a Cover Letter
- Successfully prepare for an interview
- Handle various interview questions including salary negotiation
- Identify and apply the rules of business etiquette
- Understand how the selection process works
- Know how to act during the first days on the job
- Select a topic for their Project Report and understand the guidelines for writing it
- Know which documents are required to get ECTS points for their internship

MANDATORY INTERNSHIP | 29 ECTS

According to the curricula 114 and 115 of the BBA study programs, an internship with a time investment of at least 900 hours (29 ECTS) must be completed in the field of study relevant to the study program (i.e. hotel, travel agency, airline, online booking portal, tourist board, event management, hospitality consulting company, etc.). If it is unclear if an organization fulfills the requirements for an internship provider, MODUL Career can be consulted.

This internship can be completed domestically or abroad. **The internship can be completed in one part of at least 900 hours, or in two equal parts of at least 450 hours each.**

1. Attending the **Internship Preparation Workshop** prior to the internship is required. Registration is required via Moodle during course registration.
2. The selection of the company requires the approval of MODUL University Vienna. This means that the **Internship Contract**, signed by the student and the company, has to be submitted to the Career Officer at the MODUL Career Office **PRIOR to starting the internship**. The number of total working hours must be stated in the Internship Contract. The contract is only valid if it is signed by all 3 parties (the student, the company, and MODUL Career). The contract is available for download on www.modulcareer.at
3. The student must also hand in a **Project Proposal Form** latest one month after starting their internship. The student will choose a subject or a specific aspect or problem related to his/her internship (e.g. e-commerce, CRM, quality management, employee motivation, etc.). The student's supervisor at the company may help in the selection of a topic and assist the student during the internship. The project needs approval from MODUL Career. The Project Proposal Form is available for download on www.modulcareer.at

If the student chooses to perform two internships of min. 450 hours in duration each, the Project Proposal Form has to be submitted only once, for one of the internships. The contract has to be submitted for each internship.

4. The completion of the internship is to be proven through a **Confirmation or Reference Letter** issued by the organization where the student completes his or her internship. This confirmation has to contain information of the internship period as well as internship duties. The **Internship Appraisal Form** has to be filled out and signed by the student's direct supervisor. The form is available download on www.modulcareer.at. In addition, the student must submit his or her **Internship Report** and the **Project Report**. Guidelines for writing the reports can be found on page 7 and on page 8.

If the student chooses to perform two internships of min. 450 hours in duration each, the project has to be undertaken only once, during any of the internships.

5. **All 4 documents (Reference Letter, Appraisal Form, Internship Report and Project Report) have to be submitted to the Career Officer within one month after completion of the internship.** The project report can also be submitted to the internship supervisor at the company.

If the student chooses to perform two internships of min. 450 hours in duration each, the Project Report has to be submitted only once, after one of the internships. All other documents have to be submitted each time for each internship.

6. Academic credits (**29 ECTS**) are earned through the completion of the min. 900 working hours internship if all mentioned criteria are fulfilled, if the percentage on the Appraisal Form is **61% or above** and the Career Officer deems the Internship Report, as well as the Project Report as appropriate. Then the mandatory internship will be entered in the grade book as “completed” and the student will earn ECTS points.

If the student chooses to perform two internships of min. 450 hours in duration each, academic credits are earned if all mentioned criteria for both internships are fulfilled.

7. MODUL University Vienna reserves the right to supervise the internship.

Useful tips

- **900 hours equate to about 6 months** (24 weeks x 40 hours/week minus vacation days).
- **450 hours equate to approx. 3 months** (12 weeks x 40 hours/week minus vacation days).
- **Being able to split the mandatory min. 900 hours into two equal parts is a rule accommodating student's flexibility. Nevertheless the grade book will only portray the completion of one internship with 29 ECTS after both internships have been successfully completed.**
- Registering **early** for the Internship Preparation Workshop during course registration is advised.
- Job offers and partner companies can be found at www.modulcareer.at.

REPORTS

Internship Report

The Internship Report is due one month after completing the internship. It shall consist of **4 to 6 pages**, in Times New Roman **font 12** and 1,5 line spacing, submitted electronically or printed, including the following sections:

a. A summary of the organization's activities

This section provides an insight into the current business environment in which the company is operating. It also includes the company's profile (history and key facts), its major operations (innovation, technology, and environmental issues), its corporate strategies (marketing) and some financial figures (as per the company's annual report)

b. A report of the student's activities during the internship

Here the student explains what her/his duties and tasks were during the internship, and she/he also critically assesses the inter-relationship and effectiveness of his/her work within the company.

c. A personal evaluation of the internship

This section reflects the student's personal analysis and evaluation of the whole internship experience. It includes the student's expectations prior to the commencement of the internship as well as an evaluation of the skills, competencies, training, problem resolution, objectives, strengths and weaknesses experiences through the placement.

d. Conclusions and Recommendations

This section should include any concluding remarks that a student may have regarding their internship experience. It should also include recommendations regarding what could have improved their internship, what worked well in their internship, and if they would recommend interning at the same place to other students.

A template for the internship report is available for download on www.modulcareer.at. Please note that the download section is only accessible with the student's MODUL Career login details.

Project Report

The detailed Project Report is due one month after completing the internship. It shall consist of **15-20 pages**, written in Times New Roman font 12 and 1,5 line spacing, submitted electronically or printed, with the following structure:

- a. Preliminaries
 - i. Title Page
 - ii. Acknowledgement and Endorsement
 - iii. Executive Summary
 - iv. Table of Contents
- b. Main Text
 - i. Introduction (Explanation of the project, topic, why the project is being undertaken, why the project topic was chosen and how it is pertinent)
 - ii. Body (methods used in execution of project, any existing research in a similar area, how the project was executed, findings of the project)
 - iii. Discussion, Conclusions and Recommendations (What the findings indicate, how the findings can be put into practice, and how best they can be put into practice)
- c. Reference Material
 - i. References
 - ii. Glossary
 - iii. Appendices

Students have to choose a subject or a specific aspect or problem related to their internship (e.g. e-commerce, CRM, quality management, employee motivation, etc.) at the beginning of the internship. The student's supervisor at the company may help in the selection of a topic and assist during the internship. The project needs approval from a Career Officer at MODUL Career - the Project Proposal Form is available for download on www.modulcareer.at.

If the student decided to split the mandatory 900 work hours, he or she will only have to undertake one project during any of the two internships.

Examples of projects for the optional internship are:

- Creating a new website for a company
- Creating a new company / events brochure
- Setting up a social media campaign for a company
- Working on a project on how to improve employee motivation
- Participating in the project of implementing a balanced scorecard
- Creating a new manual for a department
- Participating in a project of launching a new F&B outlet
- Redesigning certain processes and procedures
- Analyzing the business strategy and giving recommendations
- Undertaking a competitive analysis and giving recommendations

DOCUMENTS & RESOURCES

A list of MODUL Career industry partners and their current vacancies as well as the download section for all documents can be accessed with the **individual student login** on www.modulcareer.at.

DOCUMENT	LOCATION / DETAILS	SUBMISSION DEADLINE
Internship Contract	available for download at www.modulcareer.at to be signed by the company, the student and MODUL Career	prior to starting the internship
Project Proposal Form for the internship	available for download at www.modulcareer.at to be signed by the student and MODUL Career	within 1 month after starting the internship <i>in which the project is undertaken</i>
Appraisal Form	available for download at www.modulcareer.at to be filled out and signed by the direct supervisor at the company	latest 1 month after completing the internship
Reference / Confirmation Letter	a template can be downloaded at www.modulcareer.at to be provided by the company	latest 1 month after completing the internship
Internship Report	please follow the guidelines stated on page 7	latest 1 month after completing the internship
Project Report	please follow the guidelines stated on page 8	latest 1 month after completing the internship <i>in which the project is undertaken</i>

ASSESSMENT

If the student decided to split the mandatory 900 work hours, he/she will be assessed on each internship. He/she will only have to undertake one project during any of the two internships.

All elements stated in the contract have to be fulfilled. The student will be assessed in the company via the Appraisal Form by his/her supervisor and will be given a final evaluation based upon the trainee attendance, skills and attitudes as well as his/her achievements. The Appraisal Form has to state **61% or above** and the Career Officer reviews the Internship Report and the Project Report to deem them appropriate. The student has to submit all relevant documents to the MODUL Career Office within **one month** after completion of the internship. Then the internship will be entered in the grade book as “completed” and the respective ECTS points will be granted.

If the internship was terminated early by either party, or if another element stated in the contract were not fulfilled, **no** ECTS points will be granted.

LIABILITY

University's responsibilities

MODUL University Vienna does its very best to assist students in finding suitable internships within a safe working environment. The university arranges guest speakers, on-campus interviews and company presentations during the MODUL Career Fair that takes place each fall. The Internship Preparation Workshop helps students to go through the application process. However, the university does not allocate students to particular internships. The Career Officer will offer guidance and assistance but it remains the student's responsibility to find a suitable internship.

Employer's responsibilities

The organization shall treat the student as an employee on a short term contract in accordance with the organization's policies and the country's legislation. The student shall have the same level of liability and insurance coverage provided for all employees at that level. The employer is expected to provide a safe working environment in conformity with Health and Safety legislation. A full induction into the organization and its working practices should be offered to the new interns. The employer will put together a training plan for the period of the internship. The employer will also nominate a supervisor who will be responsible for conducting regular training and supervise the intern's work and give him/her advice and guidance. The employer may assist in finding suitable accommodation for the intern and assisting with travel as well as visa arrangements. The employer is expected to assume the selection of a suitable candidate, agree upon the conditions of employment and the level of remuneration to be awarded. In cases of breaches of the contract or misconduct of the student, the employer shall advise and consult with the Career Officer at MODUL University Vienna.

Student's responsibilities

The student must not commence employment until the contract has been signed by the 3 parties (the student, the company, and MODUL Career). The student shall abide by his/her internship contract and all company rules and policies such as working hours, confidentiality as well as health and safety procedures. The student must not work for another company while doing the internship unless written permission is granted by the company and the MODUL Career Officer. Any changes in the internship such as changes in the time period, employer, conditions, etc., shall be discussed with the Career Officer before any decision is made.

TRANSFERRING CREDITS FOR INTERNSHIPS

Practical experience acquired by the student prior to enrollment may be credited towards an internship when in accordance with the respective study regulations and the requirements outlined in the Internship Manual.

If the student has completed **at least 900 working hours, he or she has to submit:**

- a. Application Form for Credit Transfer available for download on www.modul.ac.at/transfercredits
- b. Reference Letter or Certificate from the employer confirming where the student worked, his/her duties and the time period of work
- c. Internship Report as per the guidelines stated on page 7
- d. Project Report as per the guidelines stated on page 8

*If the student has completed **at least 450 working hours, he or she has to submit:***

- a. *Application Form for Credit Transfer available for download on www.modul.ac.at/transfercredits*
- b. *Reference Letter or Certificate from the employer confirming where the student worked, his/her duties and the time period of work*
- c. *Internship Report as per the guidelines stated on page 7*

Applications for credit transfers have to be submitted to the Academic Office at aco@modul.ac.at within the pre-determined deadlines to make their request eligible, and to allow enough time for the administration involved. The deadlines and more information can be found at www.modul.ac.at/transfercredits. MODUL Career will decide if the internship qualifies to be transferred.

With a positive decision, either **30 ECTS** will be transferred towards the mandatory 900 hours internship, *or 14 ECTS will be transferred towards the completed 450 hours.*

CONTACT

The MODUL Career Office is located on the ground floor in **Room 2.01** and available by appointment.

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