

Training plan for the guided internship phase

in the bachelor's degree programme E-Commerce

Chronological position

5th semester

The internship (or also called practical phase) serves the practical training of the students and has a temporal scope of **20-26 weeks with full-time employment**.

Training objectives

As many of the following training objectives as possible are supposed to be achieved through the practical phase:

The intern should

- be provided with special application-oriented knowledge in the e-commerce sector.
- get to know and experience the professional field of e-commerce.
- learn (through guidance) to work independently and autonomously in e-commerce projects.
- link competences acquired during their studies with practical experience.
- learn to understand problems and demands (e.g. customer requirements).
- learn to design and implement solutions to problems.
- experience teamwork.
- get to know and experience the embedding in the company, its processes and organisational procedures.

Training content

The following training contents are provided for this purpose:

- In the context of a larger e-commerce project, independent involvement in as many project phases as possible (system analysis, system planning, implementation, system introduction and testing) is highly appreciated. This project should last at least 12 weeks.
- Ideally, the intern will get to know various departments and areas of the company before the start of the project, in order to gain a rough understanding of other departments and the company as a whole.

A rough project topic is to be agreed upon in the contract between the company and the intern. A more precise specification can be made within a maximum of four weeks after the start of the internship, if this specification has not already been included in the application for approval of the practical phase. The student must give a

presentation on the project at FHWS at the end of the semester. FHWS will inform the student about the date of the presentation in due time.

Preparatory classes

The module "Soft and Professional Skills" serves as preparation for the internship. This includes, in particular, a session on **work and presentation techniques**. This prepares students to create professional and methodical elaborations in companies and to present them appropriately and in the correct manner. Furthermore, there are sessions on **team management, body language, conflict management, negotiation techniques, and moderation techniques**.

The module "Soft and Professional Skills" takes place in the form of a block course, usually before the start of the guided internship. Details are described in the study plan.

Last update: 02.07.2019