

Radboud Universiteit



Example internship proposal

Business Administration Internship Service (BIS)

Contact: bis@fm.ru.nl

Introduction

The internship proposal should consist of seven different parts. In this manual, all seven parts are explained and/or illustrated by an example. The internship proposal should be 3 to 6 pages. Make sure you are explicit and make use of well-chosen arguments. *Please note: this document is intended to help you when writing your internship proposal. The examples are fictitious.*

Contents of an internship proposal:

1. Name and website of the organisation and, if possible, the department where the student will be doing an internship
2. Name of the internship supervisor at the organisation (including contact details)
3. Name of the internship supervisor in the Business Administration programme
4. Duration of the internship: a continuous period of 2 or 3 months or a part-time equivalent (indicate the weeks, days and number of hours for this latter option);
5. Reason for the internship, the learning objectives and a concise description of the internship assignment, including objective, research question, methodological approach and the products that will be delivered;
6. A substantive description of the activities carried out during the internship, as well as argumentation for why these activities are in keeping with and relevant to the Business Administration degree programme, and in which way they fit in with the learning objectives
7. An internship agreement with the agreements that have been made with the organisation, including internship agreements.

1. Name and website of the organisation and, if possible, the department where the student will do an internship.

You should begin the proposal by providing some information about the organisation where your internship is to take place. For example:

Name of the organization:	Campina Nederland
Website of the organization:	www.campinanederland.nl
Department:	Marketing and Communication

2. Name of the internship supervisor at the organization (including contact details).

Here, you give the name of your supervisor and his/her contact details. For example:

Name of supervisor:	Mrs. ten Brink (Jolanda)
Contact details:	06-56967913; j.tenbrink@campina.nl

3. Name of the internship supervisor in the Business Administration programme

BIS provides you with a supervisor from the university. His/her contact details are summed up as follows:

Supervisor: Dr. Joost Bückner - SHRL Department

4. Duration of the internship

This part should make clear when and during which period you will be doing an internship. The minimum amount of time required for completing an internship is 336 hours (approximately 9 full-time weeks). In this section, you should justify what you will be doing during these hours. You can do this by describing your activities or by creating a table with a general overview of your hours. If you also carry out extra activities within in the company, then you should also include these hours in your planning.

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Misc.
40 hours	10 hours	20 hours	10 hours						
	30 hours	20 hours	20 hours	20 hours	10 hours	10 hours			
			10 hours	20 hours	30 hours	30 hours	20 hours		
							20 hours	40 hours	40 hours

ACTIVITY 1 Problem description

ACTIVITY 2 Finding literature

ACTIVITY 3 Data collection and analysis

ACTIVITY 4 Writing the report

Or:

Week	Activities	Duration
1	- Problem description	40 hrs.
2	- Finding literature	40 hrs.
3	- Preparing interviews - Analysing interviews	40 hrs.
4	Etc. To be specified by student	240 hrs.
Total number of hours		360 hrs.

Note: these are examples. There is no fixed format, so you are free to decide how you would like to present this information.

5. Reason for the internship, the learning objectives and a concise description of the internship assignment, including objective, research question, methodological approach and the products that will be delivered.

a. Reason for the internship

Where did you find this internship? Why do you want to do this internship? Describe your reasons for this. For example:

"Through my cousin, who works at Campina's financial department, I came into contact with Campina Netherlands. Campina is a large, typically Dutch company with a wide variety of products in the food and beverage industry. This industry appeals to me because food is important in our society and it is currently subject to debate due to new more sustainable food solutions. I find it interesting that Campina is a big organization so that I can meet many different employees who fill different positions and I could learn from their expertise".

b. Learning objectives

The content of the internship must contain a combination of the following learning objectives, the importance of each aspect being different:

- *Application of business administration knowledge and insights.* For example: you are going to make a SWOT analysis, you come up with a marketing plan, etc. Make it specific.
- *Application of methodological skills.* For instance: you have to conduct a number of interviews with employees, so you can practice your interview techniques.
- *Further development of social and communicative skills.* For example: you communicate by email with colleagues or customers, you can attend a meeting, or you are asked to call suppliers. Focus on specific things you want to learn.
- *Orientation towards a future career in a particular field.* For instance: you take on an advisory role, which will prepare you for a career as a consultant. What are the key aspects involved in this consultancy role that should be practiced during your internship?

c. Internship assignment

What exactly does your internship assignment consist of? Describe which assignment you are going to work on. For example: "Campina Netherlands wants to put an old product, the 'Vlaflip', on the market again. I am going to draw up a marketing plan for them in which I give advice on how this problem can best be tackled".

d. Objective

What is your ultimate goal? For example: "I am going to investigate which social media activities other organisations in the same industry use and based on this I will make recommendations concerning which activities company X can best use to promote product Y".

e. Research question

What will you research? For example: "Which social media activities are used by organisations in the same sector and which activities can company X best use to promote product Y?"

f. Methodological approach

How do you answer your research question? Be explicit here. For example: "In order to answer my research question, I will carry out a quantitative research study. I will use questionnaires for this. The target group of the questionnaires will be the employees of company X. In total, I would like to receive a response from at least 50 employees".

g. End products

What are your end products and what do they look like? You might think of a final presentation for a specific department in the organisation, a workshop that you could organise for employees or an advisory report that you might write for the management.

6. A substantive description of the activities during the internship, as well as an argumentation regarding why these activities fit with and are relevant to the Business Administration programme, and in which way they fit in with the learning objectives

What kind of work are you going to do exactly and how does this fit in with the four learning objectives? And how does this fit in with the Business Administration programme? Think specifically about the direction in which your internship is focused (HRM, Strategy, OD&D, Marketing, Finance, etc.). What do you already know about this and what do you want to learn?

- *Application of knowledge and insights.* For example: "During my internship, I will carry out a market research study focussing on the needs of organization X. I will use my knowledge on segmenting, targeting and positioning, which I gained during the Marketing course in my second year".

- *Application of methodological skills.* For example: "In order to answer the research question, qualitative research will be used. I will apply the knowledge that I have gained during my study with regard to interviews and observing in practice (this piece overlaps with the methodological approach, which you can refer to here)".
- *Further development of social and communication skills.* For example: "During my internship I will learn to deal with the different layers in the organisation. In addition, my communication skills will be improved by holding interviews that I conduct during my internship".
- *Orientation to a future career in the professional field.* For example: "I have the ambition to start working in a marketing department after graduation. This internship offers me the opportunity to deepen my interests and I will learn skills that I later could apply".

7. An internship agreement regarding the agreements that have been made with the organisation, including the internship.

This agreement must be signed by you, your supervisor at the Radboud University and your supervisor from the company. See the document 'Internship Agreement 2018 - 2019'.