

Placement semester information for participating companies

Department of Business Administration

The placement semester for students of Business Administration is an integral and compulsory component of the student's bachelor degree courses. The internship takes place during the 4th semester. During their studies, students are expected to become acquainted with a place of employment which is related to their future occupation. The aim of the placement semester is to learn more about the work environment by being part of, for example, the development of new projects. The students may spend their placement semester in a company or a suitable institution (e.g. government offices) in Germany or abroad.

What is the duration of the placement semester?

- **20 weeks** without holidays or other long breaks.

What is the benefit for your company?

- **Innovative ideas:** Due to their broad-based scientific education in required subjects and because of their knowledge and experience with several applications, the students are able to bring new and innovative concepts to your company.
- **Development:** The students are also able to assist and support in the planning, development and implementation of projects.
- **Impartial discussion partner:** The students can participate in and contribute to in-house discussion processes and organizational structures in an open-minded and impartial manner, while also serving as a catalyst.

Which companies are suitable?

- **Job-related tasks:** Your company should be able to offer typical tasks and activities which future bachelor graduates in Business Administration would be likely to encounter in their career (e. g. sales, Human Resources Management, marketing, purchasing, development, controlling, accounting).
- **Supervision of the placement semester:** Your company needs to be able to select a qualified employee as a tutor who will advise the student throughout the placement semester and will also act as a contact person for the university.
- **Professionalism:** Our University emphasizes the importance of the professional application of business fundamentals and methods used by your company.

Organisation of the placement semester

- **Pay:** The payment rate should be agreed upon by the student and your company.
- **Agreement:** Your company should enter into a placement contract directly with the student. The contract needs to be signed in triplicate (one for your company, one for the student, one for the University). An example of a standard agreement can be found on the homepage of the West Coast University (→ Studierende → Praxissemester → Praxissemester Wirtschaft).
- **Plan of procedure:** The University recommends implementing a schedule for the student to adhere to during the placement semester.
- **Placement certification:** At the end of the placement, the student receives a written testimonial reference from your company.

- **Placement report:** After completion of the placement semester, the student must submit a written report describing their placement semester, which must be signed by your company. Please ensure that any confidential information is protected by a non-disclosure clause. After the placement semester, the student will give a presentation about their experiences. This presentation will be given in a special program open to various university members.

Possible fields of activity for the Business Administration students in your company

- **Business Administration**
 - Cost analysis, profit and balance sheet analysis, investment planning
 - Analysis in the field of organization and human resources
 - Creating marketing concepts, market analysis
 - Support for business projects
 - Support in the field of operational tasks
- **Real Estate Business Studies**
 - Support in the field of building and planning law
 - Support for property and facility management
 - Development of urban and regional planning
 - Management of natural resources
- **International Tourism Management**
 - Assistance in organizing and leading tourist projects
 - Marketing and distribution, bid proposal management and pricing
 - Purchasing and logistics for tourist products
 - Human resource management
 - Cost accounting and controlling
- **Business Law**
 - Assistance and support in legal and/or managerial projects
 - Analysis of corporate law and contractual processes
 - Assistance in contract negotiations and contract drafts Human resource management
 - Marketing and distribution, preparation of bid quotes and pricing
- **Business Psychology**
 - Organizational psychology of a company
 - Marketing and advertising psychology
 - Human resource management

Contact person



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