



# **REGULATION FOR CURRICULAR AND EXTRACURRICULAR INTERNSHIPS**

## CHAPTER 1

### GENERAL PROVISIONS

#### ARTICLE 1

##### SCOPE

1. This Regulation complements part of the omission in the IPAM 1st and 2nd cycle regulation, namely that the evaluation regimes for students who are in an internship are subject to their own rules. Since students' evaluation can be carried out by means of an internship report, there are procedures which make it necessary to regulate the functioning of the curricular internship and extracurricular internship.
2. This regulation governs the regime applicable to undergraduate and master's degrees taught by IPAM Lisbon.
3. This regulation shall apply to all students attending the previously identified degrees at IPAM Lisbon.
4. The present regulation assumes academic, cultural and social values and ethical principles to be considered in the regulation of the internships corresponding to the degrees mentioned in paragraph 3.
5. This document aims to define the procedures for internships, which follow the following typology:
  - a) Curricular Internship;
  - b) Extracurricular internship.
6. The curricular internship, integrated in the study plans, is one of the modalities the student can choose when enrolling in the curricular units of the following degrees:

Curricular Unit	Degree
Internship in Marketing or Consumption	Bachelor's in Marketing Management
<i>Internship</i>	Global Bachelor's in Marketing
Thesis/Project/Professional Internship	Master's in Marketing Management
Thesis/Project/Professional Internship	Global Master's in Marketing

7. The extracurricular internship is not integrated in the study plans of the degrees mentioned in the previous paragraph, although it can be developed during the formative journey of the students in any of these degrees.

## **ARTICLE 2**

### **DEFINITIONS**

1. Despite taking into account different terminologies for the curricular units of the different degrees mentioned in the previous article, from now on “curricular internship” will be considered as the process that necessarily includes the insertion of the student in an institutional and professional environment, in any public or private institution, in which professional and research activities related to the training area of the student are developed during a certain period.

2. For the purposes of this Regulation, the following definitions shall apply:

- a) Curricular internship - also called experiential internship (bachelor's degree) or professional internship (master's degree), the curricular internship is an option within the scope of a curricular unit that is part of the study plan of a degree and contemplates a set of practical activities properly inserted in the professional context;
- b) Extracurricular internship - being non-mandatory it consists of a set of practical activities duly inserted in a professional context that are carried out by students during their training course;
- c) Internship protocol – it is the agreement signed between the intern, the host institution and IPAM or its instituting institution to carry out a curricular internship or extracurricular internship;
- d) Internship plan – constitutes the formalism defined by the host institution where the area, activities and skills to be developed by the student during the internship period are identified;
- e) Academic advisor – the lecturer at IPAM, responsible for scientific and academic monitoring of the student during the internship period;
- f) Supervisor or Tutor – the employee of the host organization, responsible for the professional monitoring of the intern, who must have professional experience and / or scientific and technical training in the area in which the curricular internship or extracurricular internship is carried out;
- g) Final internship report – corresponds to the mandatory document (of an individual and academic nature) developed by the student in a curricular internship, presented in writing and orally according to the criteria provided in the corresponding Curricular Unit Plan of the curricular unit.

## **ARTICLE 3**

### **GOALS AND SKILLS TO DEVELOP**

- 1. The internship aims to develop and complement academic training by undertaking qualifying functions and practical tasks, in an experiential or real context. The internship provides the student with professional experience and prepares him/her to develop in the sectors of activity associated to his/her future job.
- 2. The curricular internship or extracurricular internship aims to ensure the improvement of certain skills, namely:
  - a) experience in the organizational area, especially in the marketing area;
  - b) contact with working methods and techniques in an organisational environment;
  - c) the practical application of the knowledge acquired in the training;
  - d) the development of a critical, dynamic and entrepreneurial spirit;

- e) the development of new working habits;
- f) the development of a sense of responsibility and citizenship;
- g) contact with experiences inherent to human relations in the world of work and the apprehension of their importance for personal and professional training;
- h) The appreciation of the student's curriculum, with emphasis on the new training and skills that he may develop.

3. In addition to the objectives mentioned in the previous paragraph, the curricular internship also presents the following objectives:

- a) the appropriate use of methodologies and techniques that integrate interdisciplinary knowledge in the fields of the degree, seeking to establish a link between the lessons received and the future professional activity;
- b) the elaboration of written reports on the problem studied, the data obtained, the observations made, and the final conclusions and / or recommendations obtained;
- c) the development of skills through presentations to a professional audience, as well as communicating effectively with various audiences;
- d) the use of tools to collect, analyse and interpret data and information;
- e) the development of skills related to listening to others, taking advantage of opportunities for personal development and applying new ideas and behaviours in an organisational context.

## **ARTICLE 4**

### **FINDING HOST INSTITUTIONS – CURRICULAR INTERNSHIPS**

1. It is the responsibility of the Employability Office to monitor the interconnection process between the student and the host entities.
2. In the planning stage of the process mentioned in the previous paragraph, the Employability Office shall promote a survey of motivation to potential trainees in order to know their preferences regarding entities where to conduct internships.
3. The student must comply with the plan and timetable defined and communicated by IPAM's Employability Office.
4. The process of attracting trainees is carried out in four ways:
  - a) At the initiative of IPAM's Management or Course Management;
  - b) At the initiative of the student;
  - c) With the support of the Employability Office;
  - d) Through offers on the Employment Portal.
5. IPAM's Board or the Degree Coordinators may find and / or give their opinion on entities that are interested in hosting students for the internship, as long as they articulate the options with the Employability Office.
6. The student can voluntarily, and in the situation where a host institution is not available, find and propose an institution where he intends to carry out the curricular internship.
7. The student's initiative is usually through personal and / or professional networking, spontaneous applications or market research.
8. The student must communicate to the Employability Office that he/she has undertaken such

initiative, in good time, within the planning period defined for this process.

9. If the student is to obtain the internship, he must present a proposal for an internship plan to the Employability Office, within the time defined for that purpose.
10. The Employability Office promotes student contact with the host institution when the process is carried out with its support.
11. The Employability Office disseminates several initiatives when the recruitment process is done with its support. The initiatives are duly framed in the plan mentioned in paragraph 3, which allows the student to have a more direct contact with the potential host entities.
12. When the Employability Office is responsible for supporting the placement of internships, the student must send a CV and / or portfolio, as well as the corresponding signature of consent to disclose their data. These elements will be provided to potential entities making it possible for the institution to contact the student, namely in the recruitment and selection process.

## **ARTICLE 5**

### **FINDING HOST INSTITUTIONS – EXTRACURRICULAR INTERNSHIPS**

1. The choice on the part of the student to carry out an extracurricular internship in his/her degree is optional.
2. The extracurricular internship placement process is entirely up to the student.
3. The student can request support from the Employability Office to find a host institution.
4. The student, after finding a host institution where he / she proposes to develop the extracurricular internship, must communicate the choice to the Employability Office.

## **ARTICLE 6**

### **INTERNSHIP PLAN**

1. In formal terms, the curricular internship or extracurricular internship is based on the definition and communication to the student, by the host institution, of the internship plan to be developed by the student.
2. The internship plan is mandatory in the curricular internship and in the extracurricular internship.
3. The curricular internship or extracurricular internship plan proposed by the host institution is valid after approval by the Degree Director or the person responsible for coordinating the curricular unit.
4. Only after formalization and approval of the internship plan will the Employability Office ensure the implementation of the student's internship protocol with the host institution.
5. The internship plan should clearly and unambiguously state the area of the organization where the student is going to do his/her internship, as well as the activities and skills to be developed by the student during the agreed period.

## **ARTICLE 7º**

### **INTERNSHIP PROTOCOL**

1. The implementation of an internship is preceded by the signing of an internship protocol between the intern, the host institution and IPAM.
2. The protocol shall be in writing and shall be signed in three copies, one copy for each of the contracting parties.
3. In the case of the curricular internship or extracurricular internship, IPAM's Employability Office shall moderate the protocol process.
4. The internship protocol shall be signed by the 22nd working day after the academic validation of the internship plan, mentioned in the previous article.
5. After signing the protocol, the Employability Office has 8 working days to provide the student with the document signed by the parties.
6. When formalised, the internship protocol shall contain the following:
  - a) The identification, signatures and the address or headquarters of the parties;
  - b) The level of qualification of the intern;
  - c) The duration of the internship and the date on which it starts;
  - d) The area in which the internship is carried out and the functions or tasks assigned to the intern;
  - e) The place and the period of duration, daily and weekly, of the internship activities;
  - f) Where applicable, the amount of the internship grant;
  - g) Where applicable, the amount of the meal grant;
  - h) The date of the protocol/contract signature;
  - i) A copy of the personal accident insurance policy.
7. The internship protocol may be terminated by IPAM, its instituting institution, the student or the host institution.
8. Whenever the internship protocol is terminated, the student may undertake another internship (when the cause of termination is not his or her fault) but must comply with the rules registered in the Curricular Unit Plan.
9. IPAM or its instituting institution can unilaterally terminate the internship protocol, on its own initiative, whenever it is found that the internship proves to be inadequate for the intended purpose or there are inappropriate behaviors on the part of the host institution.
10. The host institution may terminate the internship protocol when the intern's behavior proves to be detrimental to its normal functioning or when the intern presents an assiduity or lack of zeal that jeopardizes the achievement of the internship objectives.
11. The unilateral termination of the protocol by the host institution, for the reasons mentioned in the previous paragraph, must be duly justified by it and addressed to the Employability Office of IPAM.
12. Whenever the host institution terminates the curricular internship protocol and the cause of the termination relies on the student, the Board of IPAM may decide, after evaluating the process, that the student is disapproved and that he/she will only be able to complete the curricular unit in the following year, paying the corresponding fees.
13. In the case of the 1st cycle, the student can unilaterally terminate his/her curricular internship protocol, as long as he/she formally does it up to 7 working days before the submission of the intermediate report.

**14.** In the case of the 2nd cycle, the student can unilaterally terminate his/her curricular internship protocol, as long as he/she formally does it up to 22 working days before the 1st moment of submission of the intermediate report.

**15.** Students who unilaterally terminate their curricular internship protocol must communicate their decision by e-mail to the host institution, justifying their decision and giving notice of this to the Employability Office and the Degree Coordinator.

**16.** If the student does not comply with paragraphs 13, 14 and 15 of this article, the Board of IPAM may decide, after evaluating the process, that the student is not approved and that he/she will only be able to complete the curricular unit in the following year, paying the corresponding fees.

**17.** In the case of an extracurricular internship, the student who unilaterally decides to terminate the protocol signed with the host institution must communicate and justify his/her decision to the Degree Coordinator and the Employability Office.

**18.** If the student does not comply with the previous paragraph, he / she is unable to carry out any curricular or extracurricular internship in the remaining of the degree.

**19.** When signing the protocol, all trainees must have personal accident insurance – which is the responsibility of IPAM in case the intern is still a student at the institution.

## **ARTICLE 8**

### **LOCATION OF THE CURRICULAR AND EXTRACURRICULAR INTERNSHIP**

1. The internship can take place in national or international Public, Private or Cooperative Organizations that guarantee its accomplishment, according to what is stipulated in this document.
2. The internship can take place in organizations with an individual legal form, provided that it can ensure the fulfilment of the objectives stated in articles 2 and 3 of this regulation.
3. The internship, in the format defined in articles 2 and 3, cannot be done in the place where the intern develops, on behalf of others, his professional activity.
4. The internship can take place at the IPAM facilities as long as it is possible to ensure compliance with the objectives set out in articles 2 and 3 of this regulation.
5. In any of the situations mentioned in the previous paragraphs and in accordance with the type of internship, the internship proposal must be approved by the Degree Coordinator and / or by the person responsible for coordinating the curricular unit.

## **CHAPTER 2**

### **STRUCTURE AND CHARACTERISTICS**

## **ARTICLE 9**

### **DURATION AND PERIODS OF COMPLETION – CURRICULAR INTERNSHIPS**

1. In the case of IPAM's bachelor's, the curricular internships follow the ensuing structure:
  - a) The curricular internship is part of a semester curricular unit included in the 5th or 6th semester of the Study Plan and in the respective academic calendar in force;

- b) The curricular internship must be part-time, corresponding to a minimum workload of 360 hours in the Marketing Management Degree and 390 hours in the Marketing Degree (Global Context). Exceptionally, the duration of the internship will be allowed to last from 4 to 6 months full time in case the plan presented by the company justifies it. Daytime students who are covered by this exception may request Academic Services to change regimes and attend evening classes;
  - c) The schedules and holiday periods are duly articulated with the institutions, respecting their specificity and regulations;
  - d) At the beginning of the internship an individual student attendance sheet will be handed in, which should be filled in and sent to the Employability Office at the end of each month;
  - e) In case of absence to the place of internship, the student should immediately inform the Tutor of the host institution justifying his/her absence and pledge to make up the missing hours, in coordination with the institution;
  - f) All unforeseen cases will be validated by the corresponding Degree Coordinator or the person responsible for coordinating the curricular unit.
2. In the case of IPAM's master's, the curricular internships shall follow the ensuing structure:
- a) The curricular internship is part of an annual Curricular Unit included in the 3rd and 4th semesters of the Study Plan and in the corresponding academic calendar in force;
  - b) The curricular internship must be part time, corresponding to a minimum workload of 720 hours;
  - c) The schedules and holiday periods are duly articulated with the host entities, respecting their specificity and regulations;
  - d) At the beginning of the internship an individual attendance sheet of the student will be delivered, which should be filled out and sent to the Employability Office at the end of each month;
  - e) In case of absence from the place of internship, the student should immediately inform the tutor of the host institution and pledge to make up the missing hours;
  - f) All unforeseen cases will be validated by the Degree Coordinator or the person responsible for coordinating the curricular unit.

## **ARTICLE 10**

### **DURATION AND PERIODS OF COMPLETION – EXTRACURRICULAR INTERNSHIPS**

- 1. Students / graduates can take one or more extracurricular internships at any time during their degree or shortly after the completion of their degree.
- 2. The duration and period of the extracurricular internship are the sole responsibility of the student and the host institution.
- 3. Extracurricular internships can be carried out full-time or part-time, which must be agreed between the student and the host institution.



## **ARTICLE 11**

### **COMPENSATION**

1. Curricular internships are not paid. If the company wishes to provide the student with an internship grant, daily allowance or any other type of subsidy, it must inform the student about this so that appropriate arrangements can be made regarding the details of the internship protocol.
2. For extracurricular internship periods of more than 3 months, the protocols signed may include a payment to the student, which must be defined between the parties.
3. If the host institution does not award any type of remuneration, the decision to proceed with the signing of the internship protocol is the entire responsibility of the student.

## **ARTICLE 12**

### **DIPLOMA SUPPLEMENT**

1. The curricular internship and / or extracurricular internship can be included in the Diploma Supplement.
2. The student who passes the curricular unit corresponding to the curricular internship may request (using a proper form) in the academic services that the features of the internship be duly mentioned in his/her supplement.

## **ARTICLE 13**

### **INSURANCE**

1. Students doing their internships benefit from a school liability insurance covering the risks arising from the activities carried out within the context of the internship, including travel, the premium for which is borne by IPAM. The internship period will not begin until the student's school insurance is provided.
2. IPAM's Employability Office is responsible for the formalisation of the insurance to be provided at the time of the protocol.

## **ARTICLE 14**

### **TRAINING – CURRICULAR INTERNSHIPS**

1. In the process of preparing the curricular internships, the Employability Office implements training sessions for the students registered in the curricular unit, whose central objective is to prepare and support them in the stages that precede the effective internship period.
2. The training sessions aim, above all, at preparing the student to make his/her curriculum and prepare his/her interview in the institutions that express interest in receiving him/her.
3. If the student fails to attend the training sessions highlighted in the previous point, the preferences mentioned by him/her in the motivation survey will no longer be considered a priority by the Employability Office when allocating students – unlike the preferences mentioned by a student who complies with training session attendance.

## **CHAPTER 3**

### **CURRICULAR INTERNSHIP REPORT**

#### **ARTICLE 15**

##### **Internship Report Evaluation Criteria**

1. The scope of the curricular internship must be related to the knowledge and skills developed by the student throughout the corresponding degree.
2. The curricular internship comprises two parts, to be carried out by the student, that are properly integrated and work simultaneously in their development during the internship period:
  - a) Internship activity plan – set of activities and / or tasks defined by the host institution that practically fill all the time that the intern dedicates to the organization (elements included in the internship protocol and which refer to certain objectives defined by the host institution);
  - b) Final internship report – work of an academic nature, defined between the student, the advisor and the internship tutor, focused on a specific problem identified at the host institution, which will culminate in a final internship report where the student is evaluated in the corresponding curricular unit.
3. The final internship report of an academic nature is mandatory for students who choose a curricular internship.
4. The host institution must inform the student about the department / area of the internship, the activity plan and the skills to be developed (elements included in the protocol). The student must submit this information for approval to the Degree Coordinator and / or coordination of the curricular unit.
5. The supervisor should evaluate and approve the academic work related to the internship (identified and proposed by the student with the host institution) and whenever necessary work with the internship tutor to attain the internship objectives recommended by the degree.
6. Whenever deemed necessary, the student should consult with his internship tutor about the current status / development of the final report.
7. The preparation of the final internship report mentioned in paragraph 2 of this article is governed by the regulations defined in the Curricular Unit Plan.

## **CHAPTER 4**

### **RESPONSIBILITIES AND INTERVENIENTS**

#### **ARTICLE 16**

##### **Supervisor and Internship Tutor**

1. Curricular internships are supervised at IPAM by a professor of the degree, called Academic Supervisor, appointed by the Degree Coordinator at the beginning of the academic semester.

2. In each institution where the curricular internship or extracurricular internship is carried out, the intern is guided by a technician or person responsible for the area of specialty, called Tutor.

#### **ARTICLE 17**

##### **Duties and Responsibilities of the Supervisor of the Curricular Internship**

1. Meet and / or communicate whenever necessary with the Tutor of the host institution.
2. Supervise scientifically and pedagogically the intern's work.
3. Guide the trainee in the writing of the final report.
4. Evaluate the final internship report submitted by the student.

#### **ARTICLE 18**

##### **Duties and Responsibilities of the Tutor in a Curricular Internship**

1. Whenever necessary, meet and / or communicate with the student's supervisor.
2. Collaborate with the intern and the supervisor in the writing of the student's final internship report.
3. Help design the activity plan of the intern with IPAM;
4. Prepare an appraisal of the student's performance throughout the internship, through the response to the qualitative survey made available at the end of the internship period.
5. If considered in the Unit Plan, integrate the jury in the presentation of the final report of internship.

#### **ARTICLE 19**

##### **Duties and Responsibilities of the Tutor in an Extracurricular Internship**

1. Define with IPAM the student's internship activity plan.
2. Accompany the intern in fulfilling the defined activity plan.
3. Prepare a review of the student's performance throughout the internship, through the response to the qualitative survey made available at the end of the internship.

#### **ARTICLE 20**

##### **Duties and Responsibilities of the intern**

1. Carefully and diligently perform the functions defined for the internship.
2. Respect the established timetables, without unjustified absences being allowed.
3. Carefully comply with the dates defined by IPAM.
4. Respect the internal work regulations of the host institution.
5. In the curricular internship, prepare and present the final report, whose objectives and procedures must be included in the Curricular Unit Plan.
6. Ensure confidentiality regarding the work carried out and any type of information that he/she

may be aware of during the internship.

7. In a curricular internship, in the phase preceding the beginning of the internship comply with the planning of the activities that are part of it as well as participate in the training sessions organized by the Employability Office.

## **ARTICLE 21**

### **Duties and Responsibilities of the Employability Office**

1. Develop the operational aspects related to the curricular internships with the Degree Coordinator and / or coordination of the curricular unit.
2. Support the student in the institutional contacts, in the formalization of the internships and in the preparation of protocols.
3. In the curricular internships, facilitate the whole process of contact between the student and the host institutions.
4. Manage all the formal activities that are part of the curricular internships.
5. In the curricular internships, to promote the essential training sessions for the student in association with the potential host institutions.

## **CHAPTER 5**

### **FINAL AND TRANSITORY DISPOSITIONS**

## **ARTICLE 22**

### **Supporting Documents**

1. This Regulation does not exempt the reading of the regulations for 1st and 2nd cycle of studies at IPAM.
2. This regulation does not exempt the reading of the Study Plans, Curricular Unit Plans and supporting documents for the curricular units made available to faculty staff and students, during the degree.

## **ARTICLE 23**

### **Unforeseen Cases**

1. Doubts and unforeseen cases resulting from the application of this Regulation shall be resolved by order of the Management Board, following a reasoned proposal from the Director of IPAM – Lisbon. The general provisions contained in the Statutes of IPAM – Lisbon shall apply, with the necessary adaptations.

## **ARTICLE 24**

### **Regulation Approval and Review**

1. These regulations shall be subject to supervision and review by the Quality and Innovation Office, supervision by the Technical and Scientific Council, and may be reviewed after a school year following their approval.

Approved by the Technical and Scientific Council on October 7<sup>th</sup>, 2020

Dean of IPAM Lisboa,

Pedro Miguel Martins Mendes  
(Pedro Mendes, PhD.)