

ABSI303 – Placement

Course Title	Placement				
Course Code	ABSI303				
Course Type	Elective				
Level	BA (Level 1)			
Year / Semester	3 rd /4 th year-Summer (after 6th semester) or 7(Fall) or 8 (Spring)				
Teacher's Name	Mr Yiannos	Loizides			
ECTS	6	Lectures / week	3	Laboratories/week	
Course Purpose	The purpose of a placement is to provide real-world experience that enables students to put everything they've learned into action. A placement can help students gain skills that can be applied to future job environments in the area of management. Internships may be paid or unpaid, and the duration is 144 hours of real work, which this can be completed during the semester or a summer break				
Learning Outcomes	 At the end of the 144 hours of work placement, students are expected to be able to: Discuss in detail how the theory taught during their academic studies is applied by the specific company and departments they have acquired experience in. Outline the job objectives of each department of the company they worked in. Demonstrate understanding of the work flow within each department and in the company as a whole. Compare and contrast their own personal career interests in relation to the company and its sector. Discuss the work ethics they consider essential in the work environment. Integrate classroom knowledge and experience in an industrial, / practical setting in various businesses, government, or community-service work situations. Translate academic principles to action, to test career interests, and to develop skills and abilities through carefully planned and supervised programs related to their degree. Comprehend the contemporary turbulent and changing marketing environment. Develop the appropriate communication skills necessary to communicate effectively with superiors, inferiors, colleagues and customers. 				

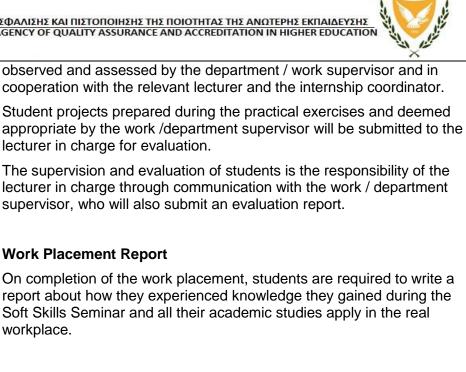


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	 Work under pressure and within time constraints. Learn to work in groups. Present the experience gathered during the 100 hours on their CV in a professional way. 				
Prerequisites	ABSA 102; ABSO103 or ABSO 104; ABSE 203 AND, AFIN 102.	Corequisites	None		
Course Content	with the cooperation of th at Frederick University. A the student in designing Digital Marketing 2. Close liaison should be institution, or agency in o the program are fulfilled a this purpose on-site vis coordinator to ensure tha 3. Students upon registra work, are asked to subm the Placement Letter of representative. 4. An interim report will be progress of the student. work / department super expected to develop (com constraints) as well as the theory gained in class. 5. Students will be requi- before a grade is given t signed by the work / depa of the company, the stru the duties performed and main problems faced as w	 or ABSO 104; ABSE 203 AND, AFIN 102. 1. Registrations for internships are handled at the departmental level with the cooperation of the Careers office and the Industry liaison office at Frederick University. A departmental placement Coordinator assists the student in designing the internship experience in Marketing and Digital Marketing 2. Close liaison should be attained between the university and the firm, institution, or agency in order to ensure that the aims and objectives of the program are fulfilled and a high-quality of placement is attained. For this purpose on-site visits may be carried out by the Internship coordinator to ensure that all conditions are fulfilled. 3. Students upon registration and after attending the first few days at work, are asked to submit to the departmental Placement Coordinator the Placement Letter of Intent and the Agreement with the Company representative. 4. An interim report will be submitted to enable assess and evaluate the progress of the student. The report which should also be signed by the work / department supervisor must show the basic skills the student is expected to develop (communication, working in groups and under time constraints) as well as the duties performed and their relevance to the 			
Teaching Methodology	Students are required to minimum of 108 hours per students will be guided by relevant lecturers and / o evaluate the students' per The students' performance	er semester. During y their work / departu r Placement coordin erformance in the rele	their placement period, ment supervisor and their ator to observe, and evant discipline.		
	various aspects of Marke				

workplace.



Particularly, students should present a critical evaluation of an issue, challenge or problem faced in a function, unit, or department of the company each student is placed. Although primary data collection may take place, this is not considered a prerequisite for the completion of the particular report. The assessment of the report depends on the quality of the students' description on any issue, challenge or problem identified within their workplace, the integration of theory learned by the students through their studies, and the level of the students' critical insight on the aforementioned.

Bibliography	Recent textbooks and academic literature relevant to the discipline	ir academic			
Assessment	Written reports: o Interim report: 20% (2000 words)				
	<u>PART A</u> : Overview of the company 4. History 5. Description of operations 6. Mission and objectives	10%			
	PART B: Tasks agreed upon (outline of tasks)	60%			
	PART C: Link to relevant academic knowledge	30%			
	 ○ Final report: 70% (3000) words 				
	PART A: Tasks agreed upon (outline and explain)	30%			
	PART B: Outcomes	30%			
	1. Results				
	2. Challenges and suggestions				





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	PART C: Link with relevant theory	30%
	PART D: Conclusions	10%
	Presentation:	
	• 10% (after the submission of the Final report	
Language	English language	