

**COURSE DATA****Data Subject**

<b>Code</b>	43402
<b>Name</b>	External internships
<b>Cycle</b>	Master's degree
<b>ECTS Credits</b>	9.0
<b>Academic year</b>	2021 - 2022

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
2154 - M.U. en Gestión de la Calidad 12-V.2	Faculty of Economics	1	Second term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
2154 - M.U. en Gestión de la Calidad 12-V.2	7 - External internships	External Practice

**Coordination**

<b>Name</b>	<b>Department</b>
ESCRIBA MORENO, MARIA ANGELES	105 - Business Administration 'Juan José Renau Piqueras'

**SUMMARY**

This master's objective is to train technicians with an innovative and strategic vision of the challenges faced by the company, and the solutions that can be implemented from the most techniques and models of quality management.

Internships in companies do not have a labor nature, but rather an academic one. Its purpose is for the student to know the institutional and business and labour reality of the environment in the field of their profession, and at the same time obtain valuable professional experience. The wealth of nuances of business reality can never be equaled by the typical classroom restrictions, for this reason it is intended that the student obtain an edifying experience in private companies and public institutions, which allows them to apply their previous knowledge and expand their skills.



Together with this technical training, and no less important, the students will enrich their interpersonal relationship thanks to the close coexistence with the members of these organizations. They will obtain an instructive and decisive impression of the sociocultural values that prevail in the Valencian industrial fabric and they will learn to cope with various situations that may arise.

Given the university and postgraduate nature of these studies, internships in companies must respond to their rigor, distinguishing the activities to be carried out by these students from those that are typical of the other levels of training. For this reason, in this program a brief description is made of what could be some of the tasks to be carried out by the students, among which the possibility of carrying out studies on specific topics simultaneously with the performance of the entity's own tasks is evident.

## PREVIOUS KNOWLEDGE

### Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

### Other requirements

The previous knowledge required to take the subject is that required to be able to carry out the master's studies.

## OUTCOMES

### 2154 - M.U. en Gestión de la Calidad 12-V.2

- Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.
- Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.
- Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.
- Students should demonstrate self-directed learning skills for continued academic growth.
- Capacidad para diseñar, implantar y mejorar continuamente un sistema de gestión de la calidad, ya sea en una empresa de producción como en una organización del sector servicios.
- Capacidad para desarrollar una actitud de crítica constructiva y de mejora continua hacia las prácticas y el funcionamiento de la organización.
- Students should possess and understand foundational knowledge that enables original thinking and research in the field.



- Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.
- Saber trabajar en equipo con eficacia y eficiencia.
- Ser capaces de tomar decisiones tanto individuales como colectivas en su labor profesional y/o investigadora.
- Be able to integrate new technologies in their professional and/or research work.
- Know how to write and prepare presentations to present and defend them later.
- Saber realizar las labores propias de su profesión, tanto en empresas privadas como en organismos públicos.
- Critically analyze both his/her work and that of the colleagues.
- Construir una actitud proactiva ante los posibles cambios que se produzcan en su labor profesional y/o investigadora.
- Aplicar el trabajo en equipo como mecanismo básico para la mejora continua del sistema de gestión de la calidad.
- Ser capaces de tomar decisiones, desarrollar acciones y resolver problemas en gestión de la calidad.
- Redactar documentos e informes en temas relativos a la gestión de la calidad.
- Presentar documentos e informes en temas relativos a la gestión de la calidad.

## LEARNING OUTCOMES

Below are different project proposals to be developed by the students. It should be clarified that this is not an exhaustive description, since we are aware of the wide range of existing possibilities. Although the list is only indicative, the inclusion of new activities and / or modification of the present ones being foreseeable, this circumstance does not prevent it from being a basic point of reference.

### **Project proposal on Quality and Human Resources**

- Analysis of the organizational and human changes after the application of the ISO 9001 standard
- Analysis of organizational and human changes after the application of an advanced TQM model.
- Prepare a plan to improve human resources management in a service company: diagnosis of HR practices and making proposals to support the initiative of

#### Quality management

- Analyze human resource management practices, focusing on job and position design, reporting on the extent to which these practices support a quality management initiative or have undergone changes when introducing a quality management initiative. the quality.



- Analyze the training and participation systems carried out by the company and assess the extent to which they are adequate, promote the involvement of people in the quality management initiative, their motivation and level of satisfaction.
- Analyze what role the human resources departments play in companies that implement quality management (for example, if they only carry out administrative tasks or tasks of greater relevance at the organizational level). Analyze the attitude of workers towards quality management initiatives (for example, they interpret them as a challenge or, on the contrary, they believe that it is an additional workload)
- Analyze the link between the company's involvement in a quality management initiative and high performance practices. Does the link between the two improve business performance?

### **Project proposal on Quality and Marketing**

- Design of a plan to improve customer satisfaction.
- Design of a customer loyalty plan.
- Proposal of tools to articulate marketing strategies focused on the delivery of quality of service.
- Analysis of consumer choice behavior in the face of quality offer.
- Study of the background of satisfaction / dissatisfaction and complaint behavior.
- Possible relationships between satisfaction, loyalty and some antecedents.
- Measurement of results of quality plans, satisfaction and / or customer loyalty.

### **Proposal of projects to be developed by the students ISO 9001 Model and EFQM Model**

- Carry out an initial diagnosis to determine the starting situation before the implementation of a quality management system based on the ISO 9001: 2008 standard.
- Create part of the documents necessary for the design and implementation of a quality system based on the ISO 9001: 2008 standard (e.g., the process map, the selection of a key process for the chosen organization, and the development of working procedures linked to this process, as well as the design of the necessary records.
- Carry out an internal audit of the quality system of the chosen organization in order to check if the information collected in the documentary system reflects the daily reality of business activity
- Generate the strategic framework (objectives and basic strategic lines) of the selected organization, referring within it to the use of the EFQM Model of Excellence as a reference for business management
- Carry out a self-assessment exercise using the EFQM Excellence Model as a reference and using



the forms approach

- Generate a comprehensive improvement plan for the selected organization thanks to the application of the self-assessment according to the EFQM Excellence model using the questionnaire approach

## WORKLOAD

ACTIVITY	Hours	% To be attended
Internship		100
Development of individual work	20,00	0
Internship	180,00	0
<b>TOTAL</b>	<b>200,00</b>	

## TEACHING METHODOLOGY

The course consists of 9 compulsory credits. The course consists of two clearly differentiated parts: the stay in the company and the completion of an internship report.

**Stay in the company:** The course will allow the student to carry out an internship in an organization to carry out a certain project in it, directed simultaneously by an academic tutor and a reference person in the company. The minimum duration will be 180 hours. of permanence in the dependencies of the collaborating entity. The practice will take place in a period to be determined between the months of April and July. The established dates are considered as a maximum to be respected and may be reduced depending on the disposition of the collaborating entity and the student for each particular case. However, compliance with the previously established duration must be strictly observed.

**Memory of practices:** The student after the stay in the company will make and deliver a memory that collects their participation in the quality management project carried out by the company. The student's personal work is estimated at 45 hours.

The memory must have, as a minimum, the following structure:

- Introcutiion
- Company file
- Quality management approach followed by the company
- Quality management project in which the company has immersed itself when the student begins the internship
- Project in which the student participates
- Description of the department where the internships have been carried out
- Description of specific tasks carried out by the student within the project
- Conclusions





## EVALUATION

To pass the internship subject in company, the student must present to the secretary of the Department of Business management by sending, in pdf, to the following email: [cristina.bretones@uv.es](mailto:cristina.bretones@uv.es)

The report of the project carried out must be signed by student, by the academic tutor and by company tutor.

The justification for carrying out the 180 hours internship in the company and the assessment of the company tutor will be sent to the academic tutor through ADEIT.

## DELIVERY TIMES

**1st Call 07 11 2022**

**2nd Call 09 12 2022**

The grade for the course will be made up of the assessment of the company tutor, the academic tutor and the score obtained in the report.

## ADDENDUM COVID-19

**This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council**

If during the second semester, for exceptional health reasons, classes were suspended, attendance would be dispensed with and the classes and exams will be carried out electronically, according to the competent academic and health authorities. Regarding the realization of the internships in the company, it would become available to what the academic authority has