

COURSE CONTENT

Course Code	DD3021
Course Title	Professional Attachment
Pre-requisites	At least 72 Academic Units (AU) and year 3 standing
No of AUs	5 AUs for BFA students admitted from AY2017 onwards
Contact Hours	(As required)

Course Aims

This 10-week professional Internship is a core course for all ADM undergraduate students in Year 3. The purpose of this internship is to give you the opportunity to apply knowledge and skills you have learned in the university in an authentic work environment. You will gain relevant exposure and develop practical industry experiences and skills that will enhance your employability and inform your future career decisions. This internship will provide valuable industry experience to support your academic learning.

Intended Learning Outcomes (ILO)

By the end of the course, you should be able to:

A. Cognitive – Knowledge, competency, problem solving, judgement

1. Apply knowledge and skills relevantly and appropriately in the workplace.
2. Identify your own competency gaps at the internship workplace.
3. Evaluate and develop personal learning and development pathways towards bridging competency gaps identified in point (2) above.
4. Develop and apply strategies to solve problems effectively (involves critical thinking and creativity, generating questions, resourcing, application, and reiteration).
5. Evaluate resources and develop insights to make informed judgements and recommendations.

B. Context – Organisation, culture, impact, pathways, professional strategies

6. Discuss the internship organisation's nature and context of business.
7. Reflect on the organisational culture at the internship organisation.
8. Appraise the significance and impact of the project/work/assignment undertaken at the internship organisation.
9. Describe the career pathways within the internship organisation as well as the broader industry.
10. Reflect on personal and professional development needs within the internship organisation as well as the broader industry and set strategic goals for advancing along an intended career path.
11. Apply time and task management strategies effectively.

C. Relationship – Communication, assimilation

12. Apply effective written and oral communication skills in professional settings when communicating and connecting with relevant stakeholders.
13. Assimilate into the work environment (people, team, hierarchy) and function effectively.

D. Affective/Moral – personal management, organisational contribution, professionalism, enthusiasm

14. Tolerate ambiguity and handle anxiety.
15. Contribute proactively to the internship organisation.
16. Demonstrate responsibility, integrity and professionalism in the fulfilment of all workplace and internship requirements.
17. Demonstrate the persistence to learn, overcome and improve.

E. Technical – apply existing skills, learn new skills, contribution to production

18. Use tools, including software and digital processes, that enable and facilitate effective project/work/assignment undertaken at the internship organisation.

F. Creative contribution – Creative processes contribution

19. Contribute to creative art/design/media thinking processes, mood board creation, ideation, brain-storm sessions or other conceptual contributions to the creative production of the organisation.

Course Content

This internship programme, being a work-integrated education course, has its educational content embedded within the work environment and assignments that students will undertake at each internship organisation. For this reason, the internship job scope will be evaluated by the course instructor/coordinator using the following criteria:

1. It is relevant to the student's discipline of study
2. It caters to ADM's internship duration requirement
3. It accommodates NTU's internship periods
4. It provides sufficient structure and rigour that will enable students to achieve the intended learning outcomes
5. It provides the appropriate workload for the internship period
6. It enhances the career prospects of the student
7. The internship workplace is safe and conducive for student learning and development
8. The internship workplace is equipped with the necessary tools and resources for the internship work
9. The internship organisation has standing policies to safeguard the welfare of interns
10. The internship organisation supervisor possesses the competencies, experience, and commitment to provide guidance to the students
11. The internship organisation will use NTU ADM's internship assessment scheme for students.