

**BBA2 Internship: Case Study**

Title:

Student n°:

Student’s name:

Word count:

Semester:

*Statement of authorship*

*I certify that this case study is my own work and contains no material which has been accepted for the award of any degree or diploma in any institute, college or university. Moreover, to the best of my knowledge and belief, it contains no material previously published or written by another person, except where due reference is made in the text of the dissertation.*

Signed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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# The Case (200 words)

Explain here the case you have chosen to explore during your internship. A case, which could also be seen as your topic or theme for this project, is an aspect of your work that you have decided to focus on and to discuss in this paper. It could be, for example, an observation of operational procedures, a challenge faced by you and your team, the implementation of a new service concept or an example of professional good or poor practice that you experience at work. There are several suggested themes on Moodle, with material from your BBA1 courses which you may find useful in deciding what to study.

While introducing what your case consists of in a concise manner, include some background information such as, for example, the size and location of the hotel, the composition of your team, your role within the team and any other useful details about your workplace. Relevancy is important in this paper, so make sure you only include information that is relevant to your case. Remember also that you should identify some aspect of your BBA1 learning with which you can compare your internship experience.

# The Approach (200 words)

In order to study your case, you will have to gather relevant information and make observations throughout your internship. This information, also called data, needs to be carefully collected in order to be able to discuss and draw conclusions on your case. In this chapter, you briefly explain how you collected your information and also what kind of information was collected. Did you take notes through your shifts and summarise them regularly? Did you collect some brochures or information on Standard Operating Procedures? Did you ask your colleagues or line managers for insights on the case? Describe your approach here so that the reader understands how you documented your review of the case.

# The Discussion (800 words)

While the case was briefly introduced in section 1, you should explain it here in much greater detail. What does it consist of? Is the case a problem or an example of good practice? Who is included in it? Does it involve the guests? Does it concern the front of the house or the back of the house? Is it technology related? What kind of interactions does it include or rely on? Where, when and how does it take place? What physical objects, ingredients or supplies are involved? Does it concern only your team and department or the whole company? Ask yourself all the questions that are necessary in order to develop a comprehensive review of your case. In this chapter, you should also explain what BBA1 subject(s) your case relates to and discuss to what extent your experience of the case during the internship corresponds to what you learned in BBA1.

You should embed in your explanation and review of the case the following points:

* a relevant **organogram,** annotated with observations of your position and examples of the interactions that you experience with others.
* a discussion on how **time management and efficiency** relate to the case, both in terms of your personal time management and that of your team. (min. 150 words)
* a discussion on how **collaboration and team work** relate to the case. Consider whether there are strategies in place to motivate staff, whether it is easy to ask questions, offer suggestions and complete tasks in the team.(min. 150 words)

# Conclusion and Self-Reflection (300 words)

Summarise here what you learned while studying your case. Include your understanding of the case, its context, a summary of your most important observations, any recommendations (approximately 150 words).

Include also what you learned from it and from the internship as a whole on a personal level (approximately 150 words).

# References

Throughout the case study, any words, ideas or images that you have borrowed from others should be followed by an in-text citation. In section 5, an alphabetical list of the corresponding references you have cited and used should be provided. Both citations and the list of references should be written in the format specified by the APA system.