

Student name: \_\_\_\_\_

Student registration number: \_\_\_\_\_

## Feedback form work experience internship CE

To be completed by the internship company's intern supervisor prior to the final consultation with the internship teacher. The intern is to ask the inter supervisor to complete and sign this form well in time. This form serves as a guideline to the final consultation, and must be added to the internship report as an appendix. Immediately after the final consultation, the student is to send this form to [ACI-meewerkstages@fontys.nl](mailto:meewerkstages@fontys.nl) using 'feedback form work experience internship CE' as the subject line.

This feedback form is based on the higher education qualifications, which characterize level of education, as well as the 9 CE core skills associated with Fontys ACI. This evaluation serves only as an 'advisory document' for the student's final assessment.

### 1. General evaluation overall impression student:

During this work experience, internship, the student performed as a full-fledged junior professional at higher education level and has complied with the required training period according to the internship agreement.

highly insufficient      insufficient      satisfactory      good      excellent

                                                                                      

### 2. Feedback core skills

**How would you evaluate the student's grasp of the following CE skills?**

#### Skill 1 Entrepreneurship

Independently and intrepidly initiate and/or create products and/or services.

highly insufficient      insufficient      satisfactory      good      excellent      not relevant

                                                                                                            

#### Skill 2 Market research

Set up, execute, interpret, test, and evaluate market research.

highly insufficient      insufficient      satisfactory      good      excellent      not relevant

                                                                                                            

#### Skill 3 Business and market analysis

Perform a SWOT analysis for a company on the local, national and/or international market, based on relevant national and international trends.

highly insufficient      insufficient      satisfactory      good      excellent      not relevant

                                                                                                            

#### Skill 4 Strategy and policy

Develop marketing policy for an (inter)national company; explain and substantiate the choices made.

highly insufficient      insufficient      satisfactory      good      excellent      not relevant

                                                                                                            

#### Skill 5 Planning and execution

Draw up, execute, and adjust marketing policy plans.

highly insufficient      insufficient      satisfactory      good      excellent      not relevant

### Skill 6 Sales

Develop and maintain business relations for the purpose of purchasing, sales, and services, and for selling products and/or services.

highly insufficient    insufficient    satisfactory    good    excellent    not relevant

                                                                                                            

### Skill 7 Communication

Communicate in various languages, bearing in mind internal, external, national, and international cultural variations.

highly insufficient    insufficient    satisfactory    good    excellent    not relevant

                                                                                                            

### Skill 8 Marketing communication

Convert a marketing plan into an online and/or offline marketing communication plan.

highly insufficient    insufficient    satisfactory    good    excellent    not relevant

                                                                                                            

### Skill 9 Leadership and management

Manage a project, a business process, a business component, or a company.

highly insufficient    insufficient    satisfactory    good    excellent    not relevant

                                                                                                            

## 3. Feedback reflection skills

- In the course of the internship, and also in the internship report, the student exhibited sufficient reflection skills to meet the generic higher education qualifications.

Yes                      No

                    

## 4. Feedback written reporting

- The internship report is complete, and meets the higher education requirements for written reporting.

Yes                      No

                    

## 5. Feedback higher education qualifications

How would you evaluate the student with regard to the following higher education standards?

### 1. Extensive professionalization

The student independently performs the tasks of a junior professional, and functions properly within the organization.

absolutely not                      absolutely                      not relevant

                                                                                      

### 2. Multidisciplinary integration

The student combines knowledge, skills, and attitudes, acquired within various fields/branches. Or: the student is able to recognize elements of various professional fields, and can use these to make relevant crossovers.

absolutely not                      absolutely                      not relevant

**3. Putting theory in practice (scientific application)**

The student uses insight, theories, concepts, and research results from professional literature, and applies them in a practical and/or relevant manner.

absolutely not     absolutely  not relevant

**4. Transfer and extensive versatility**

The student functions properly (applies knowledge, insight, and skills) within various different professional situations.

absolutely not     absolutely  not relevant

**5. Creativity and complexity of conduct**

The student can control situations in which the problem is unclear, or to which the standard procedures do not apply.

absolutely not     absolutely  not relevant

**6. Problem-focused approach**

The student independently analyses and defines complex problems by means of acquired knowledge, insight, and problem-solving strategies.

absolutely not     absolutely  not relevant

**7. Methodical and reflective thinking and acting**

The student sets realistic targets, plans tasks methodically, and critically reflects upon their personal professional conduct, and resulting achievements.

absolutely not     absolutely  not relevant

**8. Social communicative competence**

The student cooperates with others in a multicultural / international / multidisciplinary environment, and participates and communicates in accordance with the organization's requirements.

absolutely not     absolutely  not relevant

**9. Basic qualifications for management positions**

The student performs simple management tasks.

absolutely not     absolutely  not relevant

**10. Awareness of social responsibility**

The student exhibits an understanding of and commitment to ethical, legal, and social issues related to the professional environment.

absolutely not     absolutely  not relevant

**Which final grade would you grant the intern for this work experience internship:**

*\*Please round off to half numbers.*

**Which final remarks/feedback would you like to share with the Fontys ACI student:**

Intern supervisor:

\_\_\_\_\_

Signature:

\_\_\_\_\_

Date:

\_\_\_\_\_