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TAKE ON A DIGITAL CONCEPT DEVELOPER

TRAINEE

- A win-win for students and businesses

All programmes at ZIBAT are offered in close collaboration with the business community that the students will one day become a part of. Therefore, all students at ZIBAT must complete a traineeship at a business as a part of their studies. Traineeships provide students with an opportunity to apply theory to practice, while businesses in return get an extra employee and the chance to have specific work performed or a specific problem solved. The objective is to couple the theory and tools studied with the real challenges facing modern businesses every day.

WHAT IS AN DIGITAL CONCEPT DEVELOPER?

If your business needs help establishing a more refined digital profile, a strategy for its use of social media, concept development of a mobile app or an e-shop, integration of video into your business' communication, devel-

opment of a new business model or implementation of user tests, or something else entirely within the digital sphere - then a traineeship agreement with an E-Concept Developer student may be the perfect solution.

WHAT DOES AN DIGITAL CONCEPT DEVELOPER HAVE TO OFFER?

An Digital Concept Developer is able to analyse and evaluate existing concepts within digital commerce, digital advertising, digital communication, digital services and moreover develop new concepts. The student masters a range of tools and methods spanning a broad field, including user research, project management, innovation, design processes, presentation techniques, search engine optimisation, user-friendliness and intercultural communication.



DID YOU KNOW THAT 95% OF ALL BUSINESSES THAT TAKE ON A TRAINEE ARE SATISFIED WITH THEIR TRAINEE FROM ZIBAT?

**YOUR FUTURE
YOUR CAREER**

WHAT'S IN IT FOR YOUR BUSINESS?

Students from ZIBAT possess a broad range of the skills demanded by businesses today. ZIBAT students have the most up-to-date knowledge within their field and can therefore look at your business with a fresh pair of eyes. We know from our experience with traineeship collaboration that traineeships lead to exciting and fruitful outcomes for everyone involved.

For example, taking on a trainee can:

- be an opportunity to solve specific issues that are relevant for your business, e.g. as a part of the final project;
- provide you with insight into and possibility to influence the AP Degree programme in E-Concept Development;
- clarify whether the trainee is a potential candidate for future employment.

THE TRAINEESHIP

The traineeship takes place over ten weeks with average working hours of 35.5 hours per week, which can be planned flexibly.

Students will typically be placed at the business in the period from mid-August to mid-October.

As a part of the traineeship at your business, the trainee will contribute to performing different tasks, either alone or together with one or more of employees at the business. As far as possible, the trainee must be able to learn and take specialist advice from these employees. Although the trainee will take an active part in performing tasks, the trainee cannot necessarily be relied upon as an extra full-time employee.

EXTENDED COLLABORATION

After completion of the traineeship period, the trainee will be required to complete a final exam project.

The collaboration between you and the trainee may be extended to include the exam project if you and the trainee can agree on a relevant problem definition which meets the terms of the exam project. The exam project is a study project and must therefore meet certain formal requirements. The extended collaboration should be seen as an extra opportunity for your business, as well as for the trainee, for even more in-depth study; in-depth study which could result in creative and readily applicable solutions, reports etc. for use by your business.

THE PRACTICALITIES

The student is responsible for finding a business and establishing a traineeship contract with the business. The contract is established by filling out a trainee contract form.

A supervisor will be allocated to the student, and this supervisor will act as the liaison between your business and ZIBAT. The supervisor will act as a sparring partner for the student during the traineeship.

Before the traineeship contract can be approved, the student must discuss the content and nature of the work assignments with the supervisor and your business. This is to ensure that the assignments comply with the educational requirements (trainee learning objectives).

We recommend that you allocate a contact person from your business who can answer any questions the trainee may have concerning assignments and working conditions, and who can represent your business at meetings with the supervisor.

There are a few general terms and conditions for the traineeship:

- Office hours and work assignments for the traineeship period are agreed between the trainee and the business.
- During the traineeship period, the trainee is paid pursuant to section 2(11) of the collective agreement for shop assistants under the HK union.
- the trainee reports to the business if he or she is unable to come to work due to sickness.
- The business can always contact ZIBAT should problems arise during the traineeship period.
- The trainee will be covered by the business' industrial injury insurance and liability insurance.
- During the traineeship, the student will be enrolled on the AP Degree programme in E-Concept Development at ZIBAT.

FURTHER INFORMATION:

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