



Work Placement Booklet

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INTRODUCTION TO WORK PLACEMENT

Work placement is designed so that the student learns to apply the knowledge and skills gained in their degree course to a work environment. The placement introduces students to structured employment in order to develop their understanding of an industry and an organisation, its practices and procedures. In this context, it is designed to develop the students' practical competencies in a variety of disciplines and activities.

Objectives

- To enable the student to participate at intern level in the management of a business.
- To enable students to observe how and where their academic studies relate to on- the-job situations and to consolidate and complement their course of study.
- To enable the student to participate fully in their own learning.
- To foster teamwork and leadership and to create a sense of accountability and encourage responsibility.
- To enable the student to critically evaluate human interactions at various levels.
- To enable the student to critically evaluate the interface between the service offered and the customer/audience.
- To commence placement in a state of alertness and high preparedness.
- To prepare students to be professionals in their chosen career.

Work Placement is currently available on the following programmes:-

- Bachelor of Business in Applied Entrepreneurship (Year 2)
- Bachelor of Arts (Honours) in Digital Marketing (Year 2)
- Bachelor of Arts (Honours) in Arts Management (Year 3)
- Bachelor of Business (Honours) in Business Management (Year 3)
- Bachelor of Arts (Honours) in New Media Studies (Year 3)

FIGURE 1- KEY INDICATIVE ELEMENTS OF THE WORK PLACEMENT MODULE



30 credits

17 weeks



30 hours per week



Term 1 Assessments

Portfolio 1

Updated Curriculum Vitae and Cover Letter

LinkedIn Profile Page

Self Assessment of Skills



Term 2 Assessments

17 weekly journal entries and final completed Logbook

End of Placement Report

Site visit/phone discussion to place of employment



Supervision/Support:

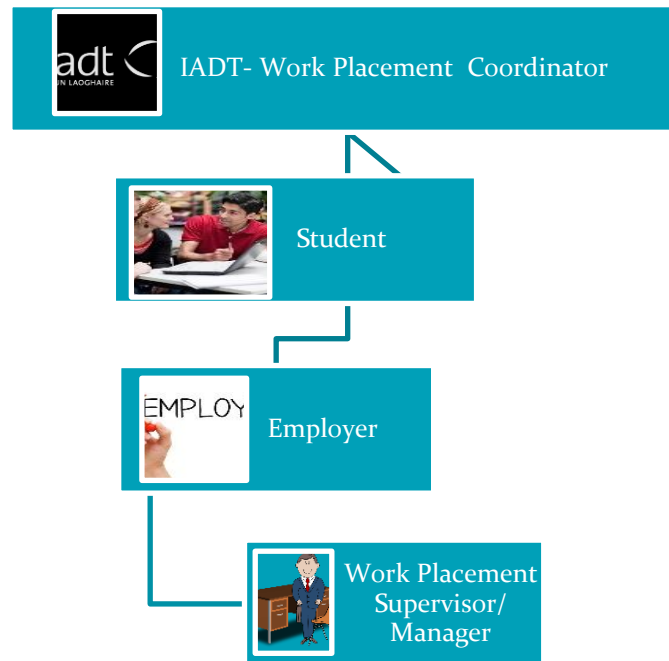
Work Placement Coordinator (IADT)

and Work Placement Supervisor (in host company)

RESULTS

Pass/Fail Grade only

Figure 2- Partners Involved in Work Placement



ROLES FOR WORK PLACEMENT PARTNERS

The above Work Placement partners work closely together to ensure that all parties derive the most benefit and learning from the Work Placement process. IADT or the Institute has overall responsibility for the management of the Work Placement process. They also must ensure that the key criteria of work placement are adhered to by all parties throughout the process.

The following sections set out the roles for each of the four Work Placement partners.

THE ROLE OF THE INSTITUTE

The Institute is required to:

- canvas, recruit and vet employers to participate in the programme.
- provide information on the degree programme to employers.
- provide the student with information on the Work Placement Programme.
- provide the student with information on job offers and the role specification.
- help prepare the student for the transition to employment.
- administer the academic supervisor visits, employer evaluations and student work placement reports, each element comprising the assessments of the participating student.
- provide feedback to the employer on the programme.
- seek student, employer and faculty feedback to assist with the continual review and improvement of the programme.

THE ROLE OF THE STUDENT

The student's responsibilities extend equally to the Institute and to the employer and (s)he is required to co-operate with the Institute and the employer at all stages of the programme. However, the Institute has overall responsibility for managing the work placement programme and any issues or queries that cause a student to be unsure of whether to contact the Employer or the Institute, should always be referred to the Institute in the first instance.

The student should therefore:

- remember that work placement is an integral part of the degree programme and therefore achievement of a 'pass' is a requirement for progression to final year. (This module is assessed on a 'pass' or 'fail' basis).
- demonstrate the highest standards of personal and professional conduct at all times, during the placement and in so doing, uphold the good reputation of the Institute, their degree programme and themselves as future graduates.
- be familiar with and abide by the work placement regulations and procedures.
- remember that failure to abide by these regulations and procedures will result in disciplinary measures being taken.
- co-operate fully with the Institute in the management and administration of the work placement programme.
- prepare well for each interview and behave and dress in an appropriate manner
- remember that the placement is part of an educational programme and consequently it is controlled and managed by the Institute.
- abide by the contract of employment (if given one) and work in accordance with the employer's ethos.
- approach the work placement job conscientiously and with diligence.
- communicate serious difficulties during the actual work placement to the academic supervisor or Institute Work Placement Co-ordinator as soon as they arise.
- provide feedback on the work placement process, through the academic supervisor/Work Placement Coordinator via the Assessment and Evaluation Report during the site visit or phone discussion.

In the event of a student having a placement contact they wish to pursue, they must do so in conjunction with the Institute Placement Coordinator, to ensure that it is in compliance with the work placement criteria and is subject to the approval of the Course Board.

THE ROLE OF THE EMPLOYER

It is important that the employer is committed to the programme and has a sincere intent to:

- provide the student with employment which is relevant to the field of study.
- provide proper supervision of the work performed.
- support the Institute in advising the student relative to their academic achievements and/or deficiencies, development and vocational aspirations.
- co-operate in allowing the Institute's academic supervisors to visit during the student's placement, discuss student performance, consider the relevance of the position offered to the field of study, and all issues relating to the Work Placement Programme including other possible areas of collaboration.
- treat the recruitment of placement students using the same procedures as with graduate level staff i.e. paying appropriate remuneration or making a contribution to travel and lunch expenses for the student and complying with all relevant legislation.
- evaluate the performance of the student by completing the assessment and evaluation report and provide the student with appropriate information for his/her work placement assessments.
- provide feedback to the Institute on the Work Placement Programme process from their perspective as host employer.

Benefits of Work Placement

The following are the numerous ways that all work placement partners benefit from the work placement process

Student Benefits

- ☐ adds relevance to their education and in so doing, increases motivation
- ☐ provides an insight into the workings of the creative and cultural sectors
- ☐ helps the student to begin to establish work networks and industry contacts
- ☐ increases confidence through enhanced reliance on own judgement
- ☐ gives an opportunity to prove oneself to a potential employer
- ☐ improves and extends the student's profile in the labour market
- ☐ helps the student to be more effective in making career decisions

Employer Benefits

- Employers gain practical benefits:
 - a supply of highly motivated people who have proven that they can make a real contribution
 - an opportunity to evaluate possible future employees
 - freeing up of existing staff from time-consuming but essential tasks
 - provision of relief or assistance during peak seasonal workloads
 - support for projects to be undertaken
 - provides an opportunity for involvement in the development of graduates
 - raising awareness of their organisation

Institute Benefits

- close liaison between the Institute and the employer which encourages dialogue and co-operation
- faculty visits to students and employers which are valuable channels for dialogue on academic programmes and future collaborative directions
- students return to the Institute with experience and up-to-date knowledge of current creative and cultural sectoral business practices

The Work Placement Programme is administered through the Faculty of Enterprise and Humanities, under the auspices of the Placement Coordinator. In consultation with the Core Team and Programme Board, the Placement Coordinator is responsible for the overall management and delivery of the programme. As such they are the employer and student's focal point of contact.

For the Academic Year 2022/23 Placement Coordinators are as follows:-

- Bachelor of Business in Applied Entrepreneurship (Year 2) – Audrey Stenson
- Bachelor of Arts (Honours) in Digital Marketing (Year 2) – Eva Perez
- Bachelor of Arts (Honours) in Arts Management (Year 3) – Catherine Rossiter
- Bachelor of Business (Honours) in Business Management (Year 3) – Siobhan Gallagher
- Bachelor of Arts (Honours) in New Media Studies (Year 3) – Katherina Fay

All placements must be validated by the Placement Coordinator prior to the commencement of the role and will be carefully considered against their ability to meet the aims and objectives of the programme.

Students are required to identify suitable placements and be available for interview from early September of their third year. In the interests of all parties, students are expected to accept the first placement offered. Prior to commencement of the placement, students will be informed by the employer of the working conditions and job description and will be obliged to make a professional commitment to the placement position they accept.

The employer should supply the student with any policy documents relevant to the undertaking of the placement such as mutual respect policy, health and safety, etc. They will be expected to perform as part of the workplace team and subscribe to the professional and internal ethos and ethics of their host organisation, completing all tasks to the best of their capabilities as outlined in the job description supplied by the employer. Employers are encouraged to endeavour to cover basic living expenses, and if possible, keep in line with the national minimum wage. In the event that this is not offered a small stipend to cover basic transport costs should be supplied.

Student Work Placement Weekly Journal Entry

The logbook provides a weekly record of the activities carried out by the student during the placement period. This e-logbook should be emailed to the Academic Supervisor/Placement Coordinator at the end of the student's working week and cc'd to the Workplace Supervisor where appropriate. This contact **MUST** occur throughout the 17 weeks of the placement module and outline the hours worked and tasks set and completed in a brief email. This communicative component is a vital aspect of the

Placement Module and if the student fails to complete this aspect of the course, they will be deemed to have failed the Placement module.

WORK PLACEMENT REGULATIONS AND PROCEDURES

- Regulation 1** Students participating in the Work Placement Programme must attend the briefing sessions and preparatory workshops held in term 1 from September up to Christmas. Attendance will be taken at all sessions and attendance at the sessions listed above is mandatory.
- Regulation 2** Each student must formally register for the Work Placement Programme by submitting a Curriculum Vitae to the Placement Coordinator as part of the Term 1 assessments by a given deadline.
- Regulation 3** Students must: (a) confirm attendance; (b) attend; (c) be suitably attired; and (d) perform to the best of their ability at all interviews held by employers.
- Excuses for non-attendance at an interview **will not be accepted.**
- Regulation 4** The student will be assigned to the first confirmed job offer that they communicate to the Placement Coordinator. Any subsequent offer will not be ratified as a Work Placement position.
- Regulation 5** Students registered for the Work Placement Programme must be available and prepared to work for an employer located within the Dublin area or outside.
- Regulation 6** The duration of the Work Placement Programme will be as specified by the Institute, for a minimum of 17 weeks unless otherwise stated and agreed on in the contract of employment. The duration specified will apply to both positions secured through the interview process and directly by students.
- Regulation 7** Students are bound at all times, by all terms and conditions laid down in the employment contract.
- Work Placement students should not expect to receive privileges not normally allowed to regular employees of the company.

- Regulation 8** Students who are repeating examinations will not be entitled to request additional study leave from the company, or permitted, under any circumstances, to leave the company early. E-log task time should NOT include time for completing work placement assessments.
- Regulation 9** Failure to satisfactorily complete the Work Placement Programme will prevent the student from proceeding to their final year, or from graduating.
- Regulation 10** In order to be deemed to have successfully completed the Work Placement Programme, a student must achieve a satisfactory rating in all assessment elements.

These regulations and procedures must be adhered to and will be strictly enforced. Failure to adhere to Work Placement Regulations and Procedures will result in disciplinary action being taken by the Institute