



FASHION
BUSINESS SCHOOL

UNIVERSITY OF APPLIED SCIENCES



Internship semester 4
TMO
Information for Industry Partners



**FASHION
BUSINESS SCHOOL**
UNIVERSITY OF APPLIED SCIENCES

Our Central Office

Dribergsestraatweg 11
3940 AD DOORN
THE NETHERLANDS

Postal Address

P.O. Box 183
3940 AD DOORN
THE NETHERLANDS

+31 (0)343416480

Email: info@tmo.nl

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1. General Information

TMO, Fashion Business School offers students a Bachelor Degree Course in a 4-year curriculum, subdivided into 8 semesters. The program is designed for ambitious and enterprising young people who wish to become entrepreneurs and are willing to put in a consistent effort. The vocational focus of the course formats is on the following subject areas:

- fashion;
- strategic fashion marketing & research;
- fashion retail/ wholesale management;
- product ranges & the fashion business environment;
- financial fashion management;
- fashion vocabulary in foreign languages;
- communication/ pitching and presentation skills;
- research methodologies.

Students internship with skills and competencies essential to their career pathways. In the curriculum a great deal of attention is paid to the development of personal skills, as a strong personality is required in leadership positions.

TMO differentiates itself from other types of fashion training institutions by placing the emphasis of its curriculum on the development of students' employability skills. Expert educators, practitioners and career briefings ensure a continued personal development.

Furthermore, industry presentations and factory tours (e.g. in fashion production companies) and practical assignments form an integral part of the 4-year TMO training.

2. The internship of the TMO Bachelor Course: an Integrated Unit in the TMO Curriculum

The internship is part of the 4th semester of the TMO curriculum.

The students professional practice should familiarize them with every aspect of the operational environment in the fashion business, so that the student can apply both theoretical knowledge and skills/competencies acquired. Professional placements enable TMO to remain up-to-date with the latest developments in the fashion industry.

The basic principles underpinning the TMO internship placement match the TMO mission statement: training young people for executive positions in the fashion business or to become independent entrepreneurs.

The parties involved in a internship placement have a variety of reasons to collaborate.

Reasons for the student

- to obtain a broader picture of the operational environment in a fashion company;
- to apply theoretical knowledge and skills during the preparation, execution and validation of the final project;
- to take on (co-)responsibility;
- to devise new strategies by applying theoretical business models;
- to master further social skills;
- to create an idea of their personal performance in professional activities;
- to explore career options;
- to provide evidence of HE level.

Reasons for TMO

- to thoroughly talk over the training program with the business community;
- to discuss topics of current interest in the fashion business with companies involved.

Reasons for Industry Partners

- to collaborate in the training of future executives in middle and higher management positions;
- to become acquainted with potentially new staff members;
- to exploit the fresh and critical outlook of TMO students;
- to have research conducted into relevant, current issues.

3. Registration for internship Placements

Companies can register their name for internship placements with TMO, which has an up-to-date database of companies offering positions. Students make use of this database when looking for a suitable internship placement.

To be considered suitable, a company which wishes to register needs to meet the following requirements:

- the company is engaged in fashion and management activities;
- the company employs at least 3 people fulltime as permanent staff; 2 out of 3 can help to develop the trainee;
- the company can offer a sufficiently solid project;
- the company enables the student to work on the research two days a week;
- the company offers an internship plan at a HE-level with a variety of tasks in line with the TMO Bachelor training; the student's activities are consistent with the research subject matter;
- the student has a work station of his/her own;
- the student has access to a computer;
- the student must not already be working in the company, unless a internship placement is possible at the head office of the business the student is working for;

- friendship or family relationships between the business mentor and student are not acceptable;
- the company appoints a supervisor (a business mentor) who oversees the student during the internship placement.

4. What Does the TMO Internship Placement Entail?

The activities during the internship placement are varied and are of an HE-level. They challenge the student and are primarily aimed at achieving learning outcomes. A internship placement comprises the following components:

- orientation in the business environment;
- participation in productive work;
- execution of a project.

In the initial stage of the internship placement students assist company employees while working in possible future career positions. A student can for instance assist a sales manager, a product developer or a purchaser. This allows students to develop an idea of the various positions and their relevance to the company. Within a number of weeks the student will have a clear concept of the organisational structure of the company and its communication lines. Subsequently, the student can work independently, which means that productive activities may be expected. The student thus learns how to function in an operational environment in which responsibility is assumed in a working routine during fixed working hours and the student demonstrates a result-driven attitude.

In addition, the student conducts research into a topic provided by the company and approved by one of the TMO faculty tutors. The ultimate goal of the project is two-fold: the student must demonstrate attainment of the HE-graduation level and a detailed project should provide the company with relevant information. On the company's request, the information in the report may be treated as confidential.

An internship placement consists of 20 fulltime working weeks. Four days a week the student may participate in operational activities; however, a student should have one day a week to work on the preparation, implementation and execution of the project.

A direct link between the student's daily operational activities and the subject of the project is highly desirable.

It is important that prior to the initial stage of the internship placement the student, the business mentor and the trainee's supervising tutor have come to a unanimous agreement on the allocation of time. All agreements reached among the three parties are recorded in writing in the appendix to the internship placement contract. TMO will provide a standard contract. Please see the appendix of this brochure for a standard draft contract.

5. Student Responsibilities

Students are expected to manage their own internship placement, which means that throughout the internship placement students are expected to take the initiative with respect to the research that needs to be conducted and the operational activities to which they have been assigned. Should problems arise, the students are expected to identify them and subsequently to contact their business mentor or supervising tutor.

TMO has an up-to-date list with names of companies which are basically willing to offer students a internship placement, provided the student is suitable.

The initial contact between the company and the student is made by the student. Students can apply for an internship placement with the company of their choice. TMO coordinates and authorises these student initiatives.

If a company is interested in placing the student, an introductory interview between the student and a company representative is arranged. The interview itself is a practical assignment for the student: a real-life test case to come to 'a go/ no go'. In fact, it is a full application procedure. The outcome of a positive interview will be a satisfactory job description for the student as well as for the company. At a later stage, but well-in-time before the start of the internship placement, the supervising tutor needs to be involved so that the details agreed on can be included in the contract.

6. TMO Responsibilities

Students are overseen by a supervising tutor and an internship supervisor. When a company is basically prepared to accept a student for a internship placement, the supervising tutor pays the company a visit together with the student to discuss further details particularly with regard to the subject of the project and the daily operational activities during the internship placement. The supervising tutor will pay the company involved two visits, one visit prior to the start of the internship placement and one visit at the end of the internship placement. The TMO supervising tutor serves as a sounding board for the student.

The internship supervisor oversees the entire planning process of the project, and the collection of information for research purposes. The internship supervisor evaluates and determines the feasibility of the time frame as agreed with regard to the subject of the project, and together with the supervising tutor the central research question, the research plan and the final version of the project.

The overall coordinator for internship placements Mrs. Arnoldy may be contacted in case of problems or questions of a general nature or at such times when the supervising tutor is not available.

7. The Company's Responsibilities

The company is expected to appoint one of its employees as a guide to the student: the student's business mentor. In the early preparatory stages the business mentor puts forward suggestions with regard to the activities to be undertaken during the internship placement, in particular with respect to the subject of the project.

At the start of the internship placement the business mentor sees to it that the student is introduced to the company and acts as a sounding board during the student's placement. It means that the business mentor needs to be in-company at regular times to answer possible questions on the part of the student. It is highly advisable to come to a clear understanding prior to the internship placement. Of course, a business mentor can contact the supervising tutor or internship coordinator, if necessary.

When the internship placement has come to an end the business mentor is asked to assess the student's general performance. In addition, the business mentor is invited to attend the colloquium, in which the student will present and defend the findings of the project. The business mentor can pose questions during the colloquium and may offer advice during the evaluation.

In conclusion the business mentor evaluates the student's performance during the internship placement on the basis of assessment forms provided by TMO.

8. Student Code of Conduct

If the student is unable to show up for work, he/she shall immediately notify the business mentor as well as TMO on the morning in question before 9.00 a.m. In case of a prolonged illness, the business mentor, the student and TMO need to confer. The student is not entitled to any leave of absence, apart from the usual public holidays. It goes without saying that the student adheres to the company regulations and the provisions in the contract.

9. Project

The student writes a project. In consultation with the business mentor it may be decided to present the research results to interested employees. In principle, the contents of the report is confidential and the outcomes may remain exclusively with the company in question, if so desired. The company may even decide to place an embargo on (parts of) the project. Please see appendix 2 for research topics.

The student writes a Personal Development Plan (PDP) based on the experience during the placement. He/she reflects on his own performance during this period and subsequently formulates new learning outcomes based on the details recorded in the PDP. The PDP is assessed by the supervising tutor.

10. Assessment

The business mentor gives the final grade for the student's performance immediately on conclusion of the internship placement. The following elements should be assessed in the student's performance: what has the student learned, what skills/competencies need to be further developed? Supplementary essential elements in the student's assessment are the execution of daily operational activities (think of problem-solving skills, of taking on responsibilities) and the student's working attitude in the business environment (think of social skills and of being able to work independently). Some two weeks before the internship placement comes to an end the student provides the company with a TMO standard assessment form to assess his/her performance.

After the Internship Placement

After the 20-week internship placement the student has a few weeks left to complete the project and to prepare the presentation and defence of the research findings. The details of the time frame can be found in the 'Handleiding afstudeerstage voor studenten' (Manual for Internship Placements). The student should inform the business mentor of the details.

11. Internship Placement Contract

The internship placement contract is concluded between the company, the student and TMO. All agreements reached among the three parties are recorded in writing in a TMO internship placement contract. Please see Appendix 1 for articles of the contract including information about the period of the internship placement and the operational activities to be undertaken by the student. The company's own internship placement contract is accepted, provided that it does not contain any conflicting articles for TMO.

12. Remuneration and Insurance

The student is not a company employee and does not receive a salary as such. However, students may negotiate a financial compensation. The company (the business mentor) decides to what extent a remuneration would be acceptable. In case the student applies for travelling expenses or other expenses incurred, these costs are reimbursed by the company. During the internship placement a student is not covered by a sickness and health insurance, since no salary is paid. However, a student's current medical insurance is still active. As for a possible disability benefit, the student who receives no compensation is insured via the Dutch WAJONG scheme. This scheme is paid for by Dutch authorities; the company involved need not pay any premium.

13. Study Grants

Throughout the internship placement students are entitled to a grant in accordance to regulations in the Dutch Student Finance Act (WSF 18+).

14. Career Mediation

If companies in the fashion business wish to do so, they can make use of career medication offered by TMO, who will in that case contact its alumni. An e-mail message with an attachment offering a full description of the vacant position should be sent to schefczyk@tmo.nl. Please note, however, that only vacancies requiring an HE-training are accepted.

15. Overall Coordinator Internship Placements

Mr. Jürgen Schefczyk
TMO Fashion Business School
Driebergsestraatweg 11
3940 AD DOORN
THE NETHERLANDS

Postal address
P.O. ox 183
3940 AD DOORN
THE NETHERLANDS

+31 (0)650228025
Email: stage@tmo.nl

Appendix 1: INTERNSHIP PLACEMENT CONTRACT

The undersigned:

a. The Training Company

Name company

Company address

Postal code and place of business

Telephone No. Email address

Represented by (m / f)

hereafter to be referred to as: training company

b. The Applied University

TMO Fashion Business School

Driebergsestraatweg 11

3941 ZW DOORN

Telephone No. +31 343416480

Represented by supervising tutor..... (m / f)

hereafter to be referred to as: TMO

c. The TMO Student

Name student

Address

Postal code and place of residence

Telephone No. Mobile No. Email address

Date of Birth Place of Birth

hereafter to be referred to as: trainee

agree on the following:

Article 1: Duration of Internship Placement

Article 1A

The trainee completes a internship placement with the training company in 20 weeks, 4 working days a week, 1 day project work.

Article 1B

The internship placement commences on (date) and comes to an end on (date).

Article 1C

The student works for the company 4 days a week with a maximum number of 32 working hours a week on average. Please note, however, that the trainee should work on the preparation and implementation of the project during 8 hours a week (day 5).

Article 2: Goal of Internship Placement

Article 2A

The internship placement is an integrated unit in the TMO Curriculum for 7 semester students and is of a practical nature.

Article 2B

During the internship placement the trainee should be able to realise the following goals:

- obtain an overall idea of the business environment of the fashion business
- learn to identify and solve practical issues by means of conducting research into a problem area and by being involved in daily operational activities.

Article 3: Project

Article 3A

The trainee and the company jointly hold the copyright of the project produced by the student during the internship placement.

Article 3B

The company receives at least one copy of the project. The project may be reproduced and distributed within the company itself. However, the company and/or student are not allowed to put the findings in the project to commercial use in any shape or form.

Article 3C

TMO is not allowed to use the project for publicity purposes. The project is available for perusal purposes in the TMO Student Information Centre, unless the company places an embargo on its contents.

Article 4: Assessment Internship Placement and Project

Article 4A

At the end of the internship placement the business mentor evaluates the trainee's performance by means of the criteria in the standard assessment forms, which are supplied by the trainee. The project is assessed by the supervising tutor and an independent TMO internship supervisor. If possible, the business mentor is present during the colloquium in an advisory role.

Article 5: Daily Operational Activities

Article 5A

The trainee's daily operational activities are varied and require an HE-training level. The trainee is engaged in activities solely in the department the research is conducted for.

Article 5B

The trainee's work comprises all the operational activities in nature and duration as described in Appendix A, which is part of this contract. The trainee will not carry out any work apart from the activities listed.

Article 5C

The trainee will be involved in and informed about the daily operations of the department and those of the organisation as a whole as much as possible.

Article 6: Company Guide/Business Mentor

Article 6A

The company appoints a business mentor who functions as the trainee's guide. To this purpose the business mentor has a number of working hours available. In Appendix A to this contract the frequency, the number of hours per week and the procedure have been recorded. The trainee adheres to the business mentor's instructions. The trainee and the business mentor discuss the trainee's progress in accordance with the agreements made (See Article 5).

Article 7: Coaching by TMO

Article 7A

The supervising tutor appointed by TMO is responsible for coaching the trainee. To that end the supervising tutor has a number of working hours at his/her disposal. The activities are detailed in Appendix A. Prior to the start of the internship placement the supervising tutor pays the company a visit together with the trainee to discuss details. In addition, the supervising tutor pays the company at least one more visit during the internship placement, unless otherwise agreed. If necessary, the supervising tutor will visit the company one more time.

Article 7B

The internship supervisor coaches the trainee while he/she is conducting research and writing the project.

Article 8: Financial Arrangements

Article 8A

The company reimburses the trainee for expenses incurred due to the internship placement activities, in accordance with the company policy. This applies in particular to cost incurred during the execution of the project. In addition, the trainee may negotiate a remuneration with the company.

Article 9: Insurance

Article 9A

From 1 January 1999 onwards trainees are considered students under Dutch law. Therefore a trainee is not insured during a internship placement. They fall within the scope of the Dutch WAJONG legislation. Benefits under WAJONG are funded from the authorities' General Resources. Please note however, that this scheme only applies to trainees who are not on the company's payroll and to young, disabled people living in the Netherlands.

Article 9B

The trainee must see to health insurance cover himself during the internship placement.

Article 9C

The company insures the trainee against liability risks in case of injury or damage caused by the trainee to persons or goods at the training location or beyond, referring to activities which are carried in another location linked to the trainee's operational activities for the company involved. However, malicious intent on the part of the trainee is excluded. The company also takes out an insurance covering civil liability risks for damage caused to the trainee by the company or its employees.

Article 9D

At no time can TMO be held liable for the actions or negligence of the trainee during the internship placement.

[Article 10: Company Policy](#)

Article 10A

The trainee must observe the company rules and regulations with regard to order, safety, health and confidentiality. The trainee is informed of the company policy on these issue on the conclusion of the contract.

[Article 11: Working Hours and Illness](#)

Article 11A

The trainee is subject to the company rules on business working hours and sick leave. The trainee is informed of these rules on the conclusion of the contract.

Article 11B

The trainee must immediately notify the supervising tutor of his/her illness and later on of his/her return to work.

[Article 12: 'The Back-to-School' Day](#)

Article 12A

The company offers the trainee the opportunity to meet TMO reporting requirements and the trainee is allowed to visit TMO for work experience feedback activities on one particular day during working hours during the internship placement.

[Article 13: Problems during Internship Placement](#)

Article 13A

Should there be any problems, the trainee is to contacts his/her business mentor first.

Article 13B

In case no solution to the problem is found, the supervising tutor may be contacted.

Article 13C

If they together are unable to come to a solution the company's management team and TMO staff members are informed. Together they should seek a solution to the problem.

[Article 14: Termination of the Contract](#)

Article 14A

The contract comes to an end or expires:

- a. if the trainee is not promoted to the graduation stage of the training, not having met the requirements;
- b. at the end of the period agreed;
- c. if the trainee is no longer registered as a TMO student;
- d. if the company is declared bankrupt or is dissolved;
- e. if all parties involved wish to do so;
- f. if one of the parties wishes to do so, provided the procedure under paragraph 13 has been followed and deliberations between the company and TMO have not resulted in favourable conditions so that the internship placement can be continued.

Article 15: Complementary Agreements

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A financial remuneration has been discussed: yes/no

Thus agreed and drawn up in triplicate,

on(date) in(place of business)

Signatures:

on behalf of the training company

on behalf of TMO

the trainee

APPENDIX A TO THE INTERNSHIP PLACEMENT CONTRACT

A quantitative description of activities and supervision during the internship placement

Please record the activities agreed on (18 weeks x 5 days makes 90 working days)

Activities	Number of days
1.
2.
3.
4.
5. Preparation, implementation, execution of project	20

Subject project

Activities business mentor(name)

(Frequency, number of hours per week, procedure)

.....

.....

.....

Activities supervising tutor

One company visit prior to internship placement to discuss

details One interim evaluation interview

- if desired, contact with business mentor by telephone
- at least 6 contact moments with the student by telephone or email
- feedback on draft version project (can be done by email)

Complementary agreements:

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.....

.....

For agreement

Training company

Supervising tutor

Trainee

APPENDIX 2: POSSIBLE SUBJECTS PROJECT

STRUCTURE OF SALES/ PURCHASING DEPARTMENT

- sales staff: quality and quantity;
- commercial policy including pricing policy and HRM policy;
- use of company sales area and further company floor area;
- employment of staff in combination with sales peaks;
- combatting shrinkage;
- consumer target groups and consumer approach;
- structure of sales and purchasing department.

COMPETITION

- competition in catchment area (possibly nationwide);
- lack of competition (so-called 'white spot' research);
- various types of competitions and their developments;
- overlap in target group areas and/or target groups;
- strengths-weaknesses analysis with regard to competing firms;
- effects of entering (having entered) into collaboration.

ASSORTMENT POLICY

- breadth and/or depth of assortment structure;
- assortment suitability for the selected target group;
- price structure;
- missing or overlapping assortment areas;
- expansion opportunities bearing in mind the available space;
- profitability of one or more ranges;
- purchasing planning and punctual delivery (stock management);
- research into positioning (what is on offer for what target group).

MARKETING POLICY

- communication formula;
- presentation of range in sales area and/or window display;
- alignment of advertising to presentation and range;
- suitability of mode of advertising for the selected emotional atmosphere;
- advertising value compared to the competition;
- suitability of advertising mode selected for the group of buyers (advertising for groups of buyers)
- setting up a customer database (CRM)
- budgeting;
- devising an advertising campaign for articles and/or activities.

CUSTOMER RESEARCH

Customer experience with

- range
- price level
- service
- point of sale
- shop layout
- sales personnel
- advertising, house-style image
- the extent to which the company and its customers are currently attuned and could be in the future
- the company's target group policy in a growing or shrinking market.