

# EN3585: CREATIVE PROFESSIONS INTERNSHIP

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## Effective Term

Semester A 2022/23

## Part I Course Overview

### Course Title

Creative Professions Internship

### Subject Code

EN - English

### Course Number

3585

### Academic Unit

English (EN)

### College/School

College of Liberal Arts and Social Sciences (CH)

### Course Duration

Non-standard Duration

### Other Course Duration

Full-time summer semester from June to August, for the duration of 4 weeks (Cambodia) or 8 weeks (Hong Kong, China, Singapore, and other overseas locations) minimum. Part-time Semester A (September to December) & part-time Semester B (January to May) for a minimum of 200 hours.

### Credit Units

3

### Level

B1, B2, B3, B4 - Bachelor's Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

EN4571 Creative Professions Internship

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

The Creative Internship course is designed to enhance and enrich students' educational experience by integrating the academic component of the course with the practical experience gained at the internship site. While students are earning THREE credits for participating, they also enter into a contract with the Department and the host organization to complete the internship program in full and as agreed at the start of the course. The course aims are:

1. Learn about the functions of the creative industry based organization with which you are affiliated
2. Define more clearly your career goals for the creative industries
3. Assist in establishing future career networks in the creative industries
4. Develop a professional understanding and an awareness of ethical conduct through hands-on experience in the creative industries environment
5. Improve your ability to undertake and apply analytical, research, and creative communication skills in English
6. Reflect on your overall learning experience and work performance
7. Create new means to improve your future work performance in actual working world

### Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1 Describe and explain the nature of the host organization and how it operates		x		
2 Analyze the workplace practices observed in the host organization and evaluate on their effectiveness by applying professional communication theories and practices learned in previous courses		x	x	x
3 Critically reflect on the overall internship learning experience & work performance in fulfilling tasks assigned by the host from a professional communication perspective, and creatively propose innovative ways to solve any problems or difficulties encountered during the internship.		x	x	x

#### A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

#### A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

#### A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

**Teaching and Learning Activities (TLAs)**

TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Pre-internship workshops	Students are required to attend pre-internship workshops where they discuss with prospective hosts and internship supervisors the expectation of the course.	1, 2, 3
2	Internship placement	Student interns are placed with a host organization for 200-400 hours during the summer semester.	1, 2, 3
3	Internship placement	Students are expected to perform various professional communication related tasks assigned and supervised by line manager(s) of the company	1, 2, 3

**Assessment Tasks / Activities (ATs)**

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)	
1	Host organization' s evaluation report	1, 2, 3	40	End-of-semester
2	Part A: Internship Progress Report/ Presentation	1, 2, 3	20	Mid-semester
3	Part B: Internship Reflective Journal	1, 2, 3	40	End-of-semester

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Assessment Rubrics (AR)****Assessment Task**

Reports and Journals

**Criterion**

Demonstrate skills in describing, explaining, analyzing, comparing and evaluating internship experiences and workplace knowledge gained.

**Excellent (A+, A, A-)**

The content is very well selected and developed.

All relevant information and key communication issues are included for analysis.

The information is comprehensively analyzed and explained.

The information and message are effectively conveyed in coherent and accurate English.

#### **Good (B+, B, B-)**

The content is well selected and developed.

The information included for analysis is sufficient.

The information is sufficiently analyzed and explained.

The information and message are clearly conveyed in accurate English.

#### **Fair (C+, C, C-)**

The content selected for analysis is somewhat sufficient.

Only part of the field research data is included for analysis.

Only part of the information is analyzed and explained.

Only part of the information and message are clearly conveyed in moderate accurate English.

#### **Marginal (D)**

The content selected for analysis is sketchy and inadequate.

Only limited data is incorporated for analysis.

The analysis is not informative or comprehensive.

The information and message conveyed is limited and in somewhat understandable English.

#### **Failure (F)**

The content selected for analysis is totally inadequate.

Very limited or inaccurate data is incorporated for analysis.

The analysis is not at all comprehensible.

The information and message conveyed are not comprehensible.

## **Part III Other Information**

### **Keyword Syllabus**

Creative communication, creative industries, collaborative writing, experiential learning, communication internships, professional experience, creative English, self-reflexive learning.

### **Reading List**

#### **Compulsory Readings**

<b>Title</b>	
1	Nil

#### **Additional Readings**

<b>Title</b>	
1	Alexander, James P. (1995) Internships in communications. Ames, Iowa: Iowa State University Press.
2	Caves, Richard E. (2000) Creative Industries: contracts between art and commerce. Cambridge, Mass: London: Harvard University Press.
3	Hartley, John. (2005) Creative Industries. Oxford, Malden: Blackwell Publishers.
4	Smith, Karl, A. (2000) Project Management and Teamwork. Boston, MA: McGraw Hill