

INTERNSHIPS AT CREATIVE AND CULTURAL INDUSTRIES MANAGEMENT MASTER PROGRAMS IN SPAIN AND PORTUGAL: A COMPARATIVE STUDY

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Abstract

In 2018, according to Eurostat, Portugal and Spain stated that a greater part of people in cultural and creative employment had a tertiary level of educational attainment, and the percentage of people who were self-employed in the field of culture was more than double the average reported for the entire of the economy. Successful managers of creative organizations must master management skills. This paper analyzes and explores university student internship programs, in Spain and Portugal, as the potential of enhancing student employability.

Objective of the Investigation

This study proposes an in-depth comparative analysis of the curriculum frameworks of Master Programs in Creative and Cultural Management Programs, focus on internship, in two countries: Portugal and Spain. It was carried out to study the curriculum systems of the two countries, understand the resemblances and differentiations between them in the context of their socioeconomic and cultural background, recognize common trends as well as peculiar features

Design/methodology/approach

In order to respond to the key research questions, an explorative case study methodology was chosen. First, identify and describe the existing master programs in the Creative and Cultural Management field. Key features were identified, such as type of internship available to students, learning objectives, requirements for internship participation, structure of the internship program (required vs. elective, duration, ECTS, geographic limitations, etc.), faculty and industry involvement. Secondly, a limited semi-structured face-to-face interviews whose aim is to explore student perceptions of the internship programs. As is expected in qualitative research, the sample is going to be relatively small. The second phase allows to assess the importance of internships in curricula, degree of involvement on the part of their institution/company and company internship program.

Findings

The outcomes of the empirical research show that internship can provide an opportunity for connecting theoretical knowledge and practice thus allowing students to obtain a broad range of skills relevant for their future integration in the work market.

Research limitations/implications

This study aims to investigate a restricted number of internships within a university. A large-scale survey involving a higher number of students from all the universities would produce a more complete assessment of the success of internships in Portugal and Spain

Keywords: Career development – Cultural and Creative Industries – Internship – Portugal – Spain