

## Example Internship Proposal – HRM / IBA

### BACHELOR INTERNSHIP PROPOSAL ROTTERDAM SCHOOL OF MANAGEMENT, ERASMUS UNIVERSITY

Name company: *BAM Danmark*

Country: *Danmark*

Brief description of the company:

*BAM Danmark was established 3 years ago by Royal BAM Group, a Dutch organisation. BAM Danmark operates in the construction industry, designing and building schools, houses and offices starting from €5m. All of BAM Danmark employees are white collar and the actual construction work is realised by subcontractors.*

Description of the internship assignment:

*Update the prequalification reference database on Dutch Projects. This database contains projects that BAM has done in the Netherlands and will serve as a reference for future projects for BAM Danmark. I will also take care of translating the project information. Next to that I will write an English manual for a tool that employees can use to keep track of conversations with customers. My task is to make the Dutch systems applicable for the Danish subunit.*

Description of the research problem that you will study within the company. Be sure to include the elements listed on page 7 of the internship manual.

*The research question is: "What can BAM Danmark do to attract and retain qualified and loyal employees?"*  
*Next to working on integrating Dutch systems into the Danish subunit, I will research a big challenge for BAM Danmark. Background: The director of the subunit expressed that they have a big challenge with the employees not being loyal and being very mobile between companies. If BAM Danmark wants to grow and expand their business, they need a pool of loyal employees.*  
*My aim is to find factors that stimulate employee loyalty in general and more specifically in Denmark. My first step will be to analyse the Danish culture with the Hofstede cultural dimensions. Next to that I will use theory and models from the courses Organisational Theory & Dynamics, Organisational Behaviour and Cross Cultural Management.*  
*After researching academic theory, I will conduct interviews with current employees of both BAM Danmark as BAM Netherlands to get a better idea of the actual work environment and to see if theory overlaps. Based on my findings from theory and the interviews, I will make a proposal what BAM Danmark could do to stimulate loyalty.*  
*Limitation of the research could be that the people employed by BAM Danmark are a very specific group, which might already be preselected on specific criteria which could make them less/more loyal than general employees. The information collected by interviews might also be biased as the interviewees might be directed in a certain direction through the interview questions and might not give a completely honest response.*

Description of the relation between the assignment and the chosen academic department:

*Employee loyalty is typically a subject related to the HRM department.*

IBA students only – Please describe the international aspects of this particular internship here:

*I will be working in an international environment for a foreign location of a Dutch company. My research can also be used by other offices of BAM or other Dutch companies entering the Danish market.*