

Title	<b>Internship II.</b>
Codes	M -DM-204
Host	Future School
Location	Classroom / External venue

Basic info						
Course type	Credit	Contact hours	Student working hours	Unit type	Semester	Unit
Seminar	5	24	126	ADM core	2026 spring	M-DM-204

Recommendation
The course invites first-year Art and Design Management students to explore the vibrant creative and cultural scene of Budapest from the inside.

Short description
Throughout the semester, we visit inspiring artists, studios, galleries, agencies, and innovative creative companies to understand how the industry really works. Students will gain first-hand insight into diverse career paths and the everyday realities of creative professionals. The course also guides them in designing a personalised internship strategy for the upcoming semester, ensuring they build a strong and meaningful portfolio. By the end, students will feel more confident, connected, and prepared to enter the creative world they are starting to shape themselves. Individual internship project to be completed by students' own choice and timing.

Teachers			
Name	Contact information	Short BIO	Office hours
Teacher 1	Viktoria Szabo <a href="mailto:viktoria.szabo@mome.hu">viktoria.szabo@mome.hu</a>	Viktoria Szabo is a lecturer focusing on the intersection of communication, design, and emerging AI technologies, helping students navigate complex creative environments.	by email appointment

Course scheduling

Course format		Weekly class appointments		
weekly seminar and fieldwork		Wednesday, 11.30-12.50		
Details of each session's type and schedule, showing the teacher's role				
Week	Date	Weekly educational content	Studio/works hop	
1	18 Feb	<b>Introduction, kick off</b> Who is who? What are we going to do during the semester?	classroom	
2	25 Feb	<b>The internship portfolio</b> Best strategies to put together a compelling portfolio, Best and worst practices, hindrances and what you can learn from it?	classroom	
3	04 March	<b>Consultation on students interest and ideas 1.</b> What are your career goals? How can your portfolio help you best to reach it?	classroom	
4	11 March	<b>Consultation on students interest and ideas 2.</b> What are your career goals? How can your portfolio help you best to reach it?	classroom	
5	18 March	<b>Fieldwork 1</b> We are visiting a partner in the course's time slot.	external	
6	25 March	<b>Fieldwork 2</b> We are visiting a partner in the course's time slot.	external	
7	01 April	<b>Fieldwork 3</b> We are visiting a partner in the course's time slot.	external	
8	08 April	<b>Consultation on internship status</b> Any problems, struggles, being stuck or everything goes well	classroom	
9	15 April	<b>Fieldwork 4</b> We are visiting a partner in the course's time slot.	external	
10	22 April	<b>Fieldwork 5</b> We are visiting a partner in the course's time slot.	external	
11	29 April	<b>Fieldwork 6</b> We are visiting a partner in the course's time slot.	external	
12	06 May	<b>Closing Session &amp; Feedback</b> Reflection on the semester, insights gained from fieldwork, and final portfolio recommendations. Individual and group feedback.	classroom	
13				
14				
15				

Course completion requirements, prerequisites, and evaluation				
Students' duties				
Requirements, assignments	Form of evaluation	Evaluation criteria	Deadline	% in evaluation
Requirement 1  Active, participatory behaviour during class	Attendance sheet	Quality of work, Quantity of engagement in	During the semester	50%

Internship	Final presentation	conversations and group work Quality of activities	Kipak	50%
General requirements				

<b>Course materials and literature</b>
Mandatory literature
Epstein, D. (2019). <i>Range: Why generalists triumph in a specialized world</i> . New York, NY: Riverhead Books.
Course notes and presentations
Recommended literature

<b>Learning outcomes</b>	
Knowledge	Understand the structure, expectations, and professional norms of the creative and cultural industries in Budapest. Know the essential components of an effective internship portfolio, including project selection, narrative framing, and visual organisation. Gain insight into diverse career pathways, roles, and working environments within the creative sector through direct field visits.
Skills	Design a purposeful internship portfolio that communicates their strengths, interests, and emerging professional identity. Analyse and compare different creative organisations based on their structure, workflow, and internship expectations. Reflect on their own career goals and align internship choices with long-term professional development.
Attitude	A proactive, curious, and open-minded approach to exploring the creative industries. A reflective mindset regarding their own abilities, interests, and potential career directions. Increased confidence in engaging with industry professionals and navigating unfamiliar professional environments.
Autonomy and Responsibility	Demonstrate independence in selecting internship directions and managing their own professional development tasks. Collaborate effectively with peers while maintaining individual accountability for their portfolio and internship decisions.

<b>Exemption</b>
No exemption may be granted from participation in or completion of the course. Exemption may be granted from completing certain tasks or attending specific sessions. Certain tasks may be replaced by equivalent activities. Full exemption may be granted

<b>Curricular connections</b>		
Unit	Parallel courses	Course proportion in unit
M-DM-204	-	100%
Course prerequisites	Is it available as an elective?	Course prerequisites
-	No	-

<b>Guidelines and rules for the use of artificial intelligence in the course</b>
General regulations: According to the Moholy-Nagy University of Art and Design's Artificial Intelligence and Plagiarism Policy.

<b>Equipment and materials needed from TechPark</b>	<b>Does TechPark provide this?</b>

<b>Other information, comments</b>