# Assignment I

**Intake Interview**

*“Interviews are a gold mine of insights!“*

You are an international business student. In the course of a university seminar you will work together with a company that seeks to internationalise its business activities. You are excited to enhance your practical experience by working on a real consulting project.

At a kick-off workshop you and your team will meet the company for the first time. During the meeting you have the opportunity to do an intake interview with the company representatives in order to find out how you can support the company's internationalisation process, i.e. the core theme/research question(s) you will work on during the next couple of weeks. You have a vague idea of how to conduct interviews and try to recall what you have learned about interviewing in your introductory course to research methods. But do the same rules apply to business interviews as to scientific interviews?

The time for the interview with the company at the kick-off workshop is limited. You therefore need to come well prepared, e.g. by doing research on the company, brushing up your interviewing skills, and developing an interview outline for the intake interview.

* **Self-study time:** *(indicate time period for self study, e.g. 1 week)*
* **Assignment deadline:** (indicate assignment deadline)

**Assignment:**

**Individual Task:**

🡪 Find answers to the questions that we developed together in class. You can use the literature and e-learning presentation provided, but make sure to do some further research. We will discuss the answers to the questions together in class next week.

**Group Task:**

🡪 Together with your fellow group members, develop an interview outline for the intake interview with the company at the kick-off meeting. Keep in mind that the time you have for the interview is limited (and so is the number of questions you will be able to ask.)

Before you start working on your interview questions, discuss the goal(s) of the intake interview. What is the purpose of the interview? Which information do you need to gather during the interview in order to be able to start working on your project?

**Handing in the Assignment:**

Make sure to upload your interview outline by*(indicate date, time and online platform)*.

**Further Info:**

* Please indicate your names on the assignment.
* Make sure to check the grammar and spelling of your assignment.