

East Carolina University College of Business
Graduate Internship for Credit Program
Graduate- BUSI 6001 / 6002 / 6003

Goal: To provide the internship experience to every eligible Business student who wants to have an internship during his or her studies.

Purpose: To enhance and supplement the classroom learning experience in the College by affording the student the opportunity to work in a functioning business environment and to see the application of concepts and tools.

Employer Role: The internship is viewed as a mutually beneficial arrangement. As such it requires a commitment on the part of the employer to expose the student to a variety of learning experiences, require research and creativity at a level expected from an entry level employee, explain business concepts behind functions, and generally mentor to maximize the benefit to the student.

Internship duration/timing: A student can obtain an internship during a regular semester or summer as temporary or full-time employment. From the employers standpoint there should be value added that results in a desire to repeat the process as their business conditions allow/require.

Qualifying employment: The employment position assumed by the student intern must be of a type and level as the job the student might seek as a graduate of the College. It must be managerial or professional in nature or at least equivalent to that which a trainee might assume upon accepting full-time employment with the organization.

Paid internships: There is a strong preference that internship positions be paid positions. A paid internship encourages the employer to make full and productive use of the student intern, helps to assure that the student intern performs to standards set for other employees, confers legitimacy upon the student intern in the eyes of others, and avoids problems with the student intern having access to private or sensitive information.

Unpaid internships: The internship learning experience can also be satisfactory in organizations that do not provide interns with a salary (in not-for-profit organizations, for example). Unpaid internships, provided that they are acceptable on all other criteria to the student, faculty sponsor, division director, and employer, are permissible under the College's internship program.

Academic credit: The student intern may earn a maximum of three hours academic credit in conjunction with the internship. Academic credit is awarded only for the academic work completed in conjunction with the employment. Academic work includes time spent observing, reading, researching, and writing academic reports required for the internship. At the graduate level, the student will only be allowed a maximum of three hours credit during their entire graduate program.

Employer Evaluation: It is the student's responsibility to see that the employer evaluation form is completed and returned to the faculty sponsor at the conclusion of the internship. Failure to do so can affect the grade received for the course.

Guidelines / Requirements: It is the student's responsibility to see that all forms and requested material is submitted in a timely fashion. Failure to do so may prevent the student's ability to enroll and / or affect the grade received for the course.

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Students completing the requirements for an approved internship will receive 1, 2, or 3-semester hour's credit in BUSI 6001 / 6002 / 6003 as determined by the College of Business. The degree of credit may serve as a quantitative or qualitative elective with the amount of credit based on the numbers of hours worked throughout a semester:

- 50 – 99 hours worked = 1 credit hour (BUSI 6001)
- 100 – 149 hours worked = 2 credit hours (BUSI 6002)
- 150 hours worked and over = 3 credit hours (BUSI 6003)

Academic credit is awarded only for academic work completed in conjunction with the employment and includes time spent observing, reading, researching, and writing reports required for the internship. All internships must be approved by the designated faculty member prior to its undertaking. The student must meet first with a member of the professional staff in the College of Business Career Services Office to pick up an internship application and to discuss the broad parameters of the internship. A completed Job Description from the Employer should be returned to the College of Business internship co-coordinator for review before any approval is granted. The internship does not have to be part of any regular training program that compensated employees undertake, although such training might qualify.

The internship should be viewed as a mutually beneficial arrangement. As such, it requires a commitment on the part of the employer to expose the student to a variety of learning experiences. This should include research and creativity requirements at a level expected from an entry level employee, explain business concepts behind functions, and mentoring to maximize the benefits to the student.

Learning Goals

Learning goals for an internship are what transform an internship into an academic experience. Additionally, it helps make sure that all the parties involved in an internship: the student, the site supervisor and the faculty sponsor, are all on the same page about what the intern hopes to gain out of the experience. Finally, by discussing these with your supervisor, you can ensure that your time a internship is used productively.

The best way to write learning goals is to be S.M.A.R.T. SMART stands for:

- Specific
- Measurable
- Attainable
- Results-focused
- Time-focused

Learning objectives typically fall into four different categories:

- Academic learning - The student applies and tests knowledge learned in the classroom to the workplace.
- Career development - The student advances knowledge of the qualifications and duties of a position and can explore their interest in a field.
- Skill development - The individual gains an understanding of the skills and knowledge required for success in the workplace.
- Personal development - The student develops decision making and critical thinking skills, increased confidence and self-esteem

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Learning Outcomes: Think, Value, Communicate, Lead:

The internship for credit course is designed to enhance and supplement the classroom learning experience by affording the opportunity to work in a functioning business environment supporting the application of concepts and knowledge acquired in the classroom.

<i>Think</i>	Apply business related knowledge from your education to an organizational setting; apply DECIDE (define, establish, collect, identify, defend, evaluate) model critical thinking skills to business issues.
<i>Value</i>	Witness and appreciate the role of EDGE issues (ethics, diversity, globalization, the environment) in an organizational setting.
<i>Communicate</i>	Increase written and spoken communication skills while gaining the experience and confidence to express ideas, accept criticism and utilize positive feedback.
<i>Lead</i>	Identify opportunities to apply and develop your teamwork, interpersonal, conflict resolution, and leadership capabilities when interacting with others to achieve organizational goals.

The two primary objectives when undertaking an internship and receiving credit are:

1. To clarify students' understanding and increase their mastery of business concepts in settings outside the physical classroom and in addition to the formal educational process. The classroom is limited in its ability to expose students to real world business practices. An internship allows students to be involved in the operational routine of the business community, to put into practice the concepts learned in the classroom, and to observe others who apply this knowledge on a daily basis.
2. To expand the students' knowledge base upon which they will build from in the future and to enhance their understanding of material already learned in the classroom. The internship should provide the student with a series of educational opportunities that introduces information not previously encountered through their classroom training.

COURSE OBJECTIVES

In light of these two objectives and in order to receive credit, any internship undertaken by a student must include each of the following:

1. The student should receive as much "hands on" experience as is practical and permissible in the organization in which the internship is being offered. Students are expected to provide investigative, consulting, and research time to the organization.
2. Any research and consulting opportunities should allow the student to obtain new knowledge or skills through an investigative or applied project.
3. Salient readings may be suggested by the organization.
4. The opportunity to provide a written report and oral presentation to the employer (if requested), the designated faculty member and other interested parties as determined by the designated faculty member overseeing the internship.

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Course Requirements: Student interns must complete all work assignments as assigned by their supervisor / mentor in a professional manner and be an ambassador for the university.

Log of Hours: You must maintain a log of hours worked and submit this at both the midterm and conclusion of the course. The log should be *maintained on a workday basis* and saved in Excel format. Please label the file with your first and last name. Submit via blackboard under the Assignments tab.

Interim Updates: Two interim updates on the status of the internship will be submitted via the links provided in Blackboard. Updates should include such things as whether your internship is going according to plan, your primary work objective for the internship, how the actual experience is matching your expectations and anything else relevant to the experience. For the first update explain how you secured the internship and include information about the company / organization - estimated annual sales, number of employees, etc. If you should encounter any unusual problem whatsoever related to your internship, you should let the Internship Coordinator know immediately. Updates should be at least 2 pages (double spaced) in length.

Final Paper: The paper should describe your internship, discuss major duties, discuss things you have learned, talk about things that went well, talk about anything that did not go well, etc. *Utilize the internship final paper rubric found under the Final Internship Paper assignment to guide your writing.* The rubric will be used as an evaluation guide for your final paper. Write so that the reader comes away with a good understanding of what you did and how it went. You are responsible for articulating your experience in a professional manner. Your writing quality should be absolute top notch – review carefully before submission. Please use APA style of citation. *Business professional writing would never have spelling errors, grammar errors, or sentence construction issues; if your paper is not well done you will lose points!* Read written documents carefully before submitting – just as you would at work.

Plagiarism will not be tolerated. Remember the Business Communications Center is an available resource as is the ECU Writing Center. *The final paper should be at least 6 pages (double spaced) in length.*

COURSE OUTPUT MATERIAL

The intern will complete the following at the conclusion of the internship:

1. A notebook to include the following:
 - Written report double spaced (6 page minimum) and should include:
 - ✓ An executive summary (overview of the company and the internship experience)
 - ✓ Introduction to the circumstances that lead to the internship
 - ✓ Analysis of the external and internal environment at the organization
 - ✓ Core competencies (section devoted to the organization's niches / what the organization is known for)
 - ✓ Evaluation (statement of the problem or problems)
 - ✓ Solutions
 - ✓ Recommendation
 - ✓ Personal reflection of the overall internship experience

COURSE OUTPUT MATERIAL

- Oral presentation by the student to all principal parties if so desired by the internship coordinator and/or designated faculty member.
- You must have a final performance appraisal completed by your supervisor/mentor. The evaluation must include your name, plus the supervisor's name, title, and contact information. The document must be signed by your supervisor. The evaluation should summarize the student's contribution to the organization and the performance level achieved. Please use the form provided in Blackboard; you will need to scan the completed form in order to upload it into Blackboard. **(See form on page 7)**

GRADING

The designated faculty member will assign the grade for students participating in the "for credit" internship program and will take the evaluation letter received from the participating organization under advisement when determining the final grade for the student. All writings from the intern are expected to meet college level standards (structure, grammar, etc) and will be a part of determining final grades.

SIGNATURE

I have read, understand, and agree to the conditions and requirements necessary to receive credit for my internship as stated in this document. I understand that in order to receive credit for my internship, I must pay tuition for the number of credit hours received by the semester's tuition due date. Furthermore, I acknowledge my ECU e-mail address as primary form of communication between the university and myself and will check for messages daily.

Name of Internship Organization: _____

Semester to receive credit: _____ Spring _____ Fall _____ 11 week Summer

Credit Hours Received: *(Check one)*

_____ - 1 hour (BUSI 6001)

_____ - 2 hours (BUSI 6002)

_____ - 3 hours (BUSI 6003)

I have participated in the College of Business Internship Program for credit in a previous semester

Yes:

No:

If yes, which semester and year: _____

Print Name: _____ Phone: _____

Banner #: _____

Student Signature: _____ Date: _____

Internship Advisor: _____ Date: _____

Department Chair (If applicable): _____ Date: _____

Academic Advisor: _____ Date: _____

EMPLOYER JOB DESCRIPTION *(To be completed by employer prior to internship)*

Name of Intern: _____

Company: _____

Internship Job Title: _____

Internship Supervisor: _____

Department: _____ Telephone: _____

Address: _____

City: _____

State: _____ Zip: _____ Work hours per

week: _____ Number of weeks: _____ Paid: Unpaid:

Hourly rate: _____

To be completed by Intern Supervisor:

Please describe the nature of the internship and list essential duties, responsibilities and activities:

Briefly describe the proficiencies and skills to be attained by the student during employment:

I agree to comply with the internship program of the College of Business at East Carolina University and to complete the Intern Appraisal Form at the conclusion of the internship.

Print Name: _____ Phone: _____

Supervisor Signature: _____ Date: _____

INTERN APPRASIAL (To be completed by employer at internship conclusion)

Student name: _____

List the essential functions and duties of the intern during employment:

The intern's overall performance is best described as:

1. Excellent 2. Above Average 3. Average 4. Below Average 5. Unsatisfactory

Performance and Work Habits

The performance categories and work habits listed in the following charts are generally applicable to most employment positions. Please provide feedback on the intern's performance, and cite examples to support your evaluation.

Category	Above Average	Average	Below Average	Comments
Quality of Work				
Analytical Ability				
Communication Skills				
Team Work Skills				
Computer Skills				
Attitude				

Areas for Improvement

In consideration of the intern's total performance, please identify any potential areas for improvement.

What skills could the student acquire to increase his/her value to your organization?

Print Name: _____ Phone: _____

Supervisor Signature: _____ Date: _____

College of Business Center for Student Success
Career Center Office
Bate Building, Suite 3016
252-737-1236- Office 252-737-1514- Fax
cobcareers@ecu.edu / www.ecu.edu/cs-bus/careers