

SUPERVISED INTERNSHIP PROGRAM

Sections: 0506.46101,02,03,04 ** Prerequisite: Junior Standing as a Business Major

MANAGEMENT/MIS DEPT. - ROWAN UNIVERSITY COLLEGE OF BUSINESS

Summer 2005

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PROGRAM OVERVIEW: The Supervised Internship Program is a three (3) or six (6) credit course offered for students majoring in Business Administration. The program is designed to provide an opportunity for meaningful career related management or information systems work experience for students, preferably in positions involving administrative activities. It is expected that the student will develop an awareness of the business climate and a better understanding of the internal and external environments, which guide decision making within an organization. During this work experience the student under the guidance of the assigned faculty program coordinator, will be assigned projects related to their work activity and meet regularly with the faculty coordinator and other students enrolled in the program.

PROGRAM PREREQUISITES: The Supervised Internship Program is open to Business Administration majors who have achieved junior status (60 credits). Academic credit is based on the learning experience rather than the number of hours worked. Nevertheless, students who register for three credits would normally be expected to work a minimum of ten hours per week during a regular semester, or a minimum of 150 hours per term. Students who register for six credits would normally be expected to work a minimum of 20 hours per week during a regular semester, or a minimum of 270 hours per term. Students must obtain approval of their position prior to registering for the course. If there are any changes in your position or job status during the course must be reported immediately to the program coordinator.

TEXT: The Wall Street Journal (Summer semester subscriptions required). Students must scan and read business publications and report on articles related to their job, organization or career objectives.

RESPONSIBILITY OF THE COMPANY: The Supervised Internship Program is designed to present as limited a burden as possible on company personnel assisting in the program supervision requirements and assessment. An evaluation of your performance in meeting objectives will be requested from your supervisor during this period. The company will be requested to permit you to have some time during your internship period to interview other supervisors or to obtain information relative to its products, organization, and systems operations. You will need this type of information for the projects essential to completing the academic requirements for this program. Also, as you are expected to participate in each of the class sessions at the College, you with your supervisor must arrange this. Exceptions to participation in class sessions are granted only in special and specifically approved circumstances.

CLASS SESSION METHODOLOGY: The classroom segment of the course will be conducted utilizing a seminar format where full and informed participation is required. Class discussions will center on the experiences of the students in their jobs. Students will be asked to prepare written assignments describing their personal experiences or observations which relate to interpersonal aspects of the decision making process in their job environment. In addition, students will be required to demonstrate currency in business developments through reading business related current news publications and discussing issues in relating to their industry or type of business activity.

LEARNING OBJECTIVES: At the completion of the course students will be expected:

1. To better understand the workplace environment and the strategic and tactical management decision making process in the workplace.
2. To have gained an understanding of the structure and objectives of an organization and the products or services it provides.
3. To relate to the roles of individuals and activities apart from the workplace of the student.
4. To better understand the external business world as it relates to the student's future career and workplace interests.
5. To have gained knowledge of the workplace environment and management decision making process of other organizations through participation in classroom discussions.
6. To understand the ethical considerations used in the management decision making process of the student's internship organization.

ESSENTIAL SKILLS AND THEMES

The Rowan College of Business provides students with a challenging, career-oriented, undergraduate and master's level business education that allows students to compete and succeed in the 21st century workplace, that emphasizes quality teaching supported by relevant scholarship, and that seeks to improve student learning through outcomes assessment processes. Rowan University's undergraduate business.

SKILLS TO BE LEARNED/EXTENDED:

- **Communications (Oral):** Each student must participate in class discussions and in the oral presentation of their written reports.
- **Communications (Written):** All written assignments must reflect quality workmanship. Assignments must be computer processed using word processing.
- **Teamwork/Interpersonal Skills:** Students will not work in teams but will be challenged to develop their interpersonal skills in dealing with problems in their workplace.
- **Critical Thinking:** Students frequently look for answers in their textbook but the real challenge is how to use that theory. Real-world problems seldom have textbook solutions. Critical thinking involves the ability to understand the environment and to take theories and past learning or experiences and apply them to new problems and situations. Students will be expected to develop critical thinking skills in analyzing problems in the workplace.
- **Research/Quantitative Analysis:** Students will be asked to explore career opportunities using research tools of the Internet.
- **Information Technology:** Students must use word processing and Internet search software.

MAJOR THEMES TO BE EXAMINED

- **Diversity:** Workforce and customer diversity must be a consideration of any workplace environment and will be discussed as appropriate.
- **Ethics:** Ethical issues in the workplace environment will be discussed in depth and will be the subject of an assigned paper.
- **Environment (Social, Legal, Regulatory, etc):** It is essential that the student understand the environment of his/her organization activities. Many aspects of the environment will be considered in the class discussions.
- **Management of Technology:** The manager is frequently alone in making decisions about the technology needs of her/his workplace. The computer, the fax, voice mail phone systems, email and the internet provide a confusing array of technology essential for most small businesses today. Students must be aware of these technology issues and address them as appropriate.

EVALUATION OF COURSE AND STUDENT PERFORMANCE

Outcomes Assessment: Assessment tools may be used to determine the extent to which class objectives are being met. Results of assessments will be used in a continuing process of course development and improvement

Course Assessment: The student will receive a grade for the 3/6 credits of the Internship Program. This grade will be based upon an evaluation of the written assignments submitted and class discussions as well as an evaluation of the student's performance in the assigned position. The latter evaluation will be based upon the written evaluation by the student's supervisor. The student must keep in mind that the nature of the Business Administration Program involves the professional development of the student in such a manner that you are capable of assuming significant responsibilities, are able to work independently with a minimum amount of supervision, and that you make a conscientious effort to contribute to the well-being of the organization.

Evaluation Guidelines:

3 Credit Hour	6 Credit Hour
Class Participation 20%	Class Participation 20%
Strategic Analysis 10%	Strategic Analysis 5%
Bi-Weekly Journals (3) 15%	Bi-Weekly Journals (3) 10%
WSJ Articles (2) 15%	WSJ Articles (2) 15%
	Executive Interview 5%
	Ethical Review 5%
Personal Strategic Plan 10%	Personal Strategic Plan 10%
Supervisor Evaluation 30%	Supervisor Evaluation 30%

PROGRAM CLASS SCHEDULE

DATE	TOPIC/ASSIGNMENT
May 30	College Holiday - Memorial Day
June 6*	Introduction to the Supervised Internship Experience SI-MANAGING RELATIONSHIPS IN THE INTERNSHIP See: TIM GREEN "REFLECTIONS ON MY INTERNSHIP" PRESENTATION Assessment Pretest Assignment Due: Learning Objective Benchmark Agreements

<p>June 13</p>	<p><u>SI-MAXIMIZING THE INTERNSHIP EXPERIENCE</u></p> <p>Assignment Due: Descriptive Memorandum:</p> <p>Describe briefly the activities of the particular department, section, group or office where you work. This should include the range of basic services or goods provided by you and your fellow employees or by you and your subordinates. Describe specifically where you fit into the overall organization. For whom are these goods or services provided? For example, a particular sales office may sell a particular service or product for a particular division of a company and may service a particular geographical area.</p> <p>Describe the goods or services of the major organization by which you are employed. If your organization is small, it could be the same. If it is large, it could be quite different. For example, if you are employed in cosmetics for a department store, this report should describe briefly the wide range of products and services provided by the store with emphasis on how the products or services are <u>unique</u> relative to other department stores. (2-3pgs)</p> <p>Assignment Due: Organizational Chart</p> <p>Create (using appropriate software) an Organization chart of your organization indicating your place in the organization. This should be a detailed organization chart showing all levels of activity from your job to the top executive of your organization. You do not have to show every person in the company but enough to provide a good understanding to persons outside the organization. (1pg)</p> <p>Assignment Due: Bi-Weekly Journal</p>
<p>June 20*</p>	<p>Assignment Due: Wall Street Journal Prepare 2 article summaries describing an article focusing or addressing an issue impacting on your company, competitors or industry. Describe the article in sufficient detail for class discussion. (1pg each)</p>
<p>June 27*</p>	<p>Mid-Semester Evaluation Meetings</p> <p><u>SI-ETHICS</u></p> <p>***Assignment Due: Review of Ethical Policies</p> <p>Review the corporate ethics code and ascertain (in personal interviews) the ethical views or philosophies of at least two key managers or executives in different functions of your organization. Critically analyze these views as to their impact on the behavior of the organization as a whole and relative to acceptable norms.</p>

	<p>Describe how the corporate and individual views compare to your views on ethics and whether your views of business ethics have been reinforced or changed. (2-3pgs)</p> <p>Assignment Due: Executive Interview Plan and schedule an interview with a person at a level in your organization equivalent to or higher than the position of your immediate supervisor. This person should be in a functional activity that is different from yours but interfaces with your activity. The objectives are:</p> <p>(1) To obtain an idea of the varied responsibilities of an activity within your company outside of your own functional area.</p> <p>(2) To find out how these other activities view your activity relative to theirs and how they feel about the interface with your activity.</p> <p>The concept is to obtain an idea of the varied responsibilities of an activity within your company outside of your own functional area and to cross-functionally determine how those engaged in other functional activities view your specific component activity relative to theirs. (2-3pgs)</p> <p>Assignment Due: Bi-Weekly Journal</p> <p>Web-links: Students for Responsible Business, KPMG Business Ethics Practice Page</p>
<p>July 4</p>	<p>College Holiday – Independence Day</p>
<p>July11*</p>	<p><u>SI-OPTIMIZING THE OUTCOMES</u></p> <p>Assignment Due : Strategic Analysis Drawing information from your experiences and research, prepare an analytical paper which addresses the nature of your organization's commercial endeavors, its customers or clients, its supplier relationships, its regulatory framework, its corporate culture and its competition whether local, regional, national or international.</p> <p>Make recommendations about the necessity for change in any of the aforementioned domains. These recommendations should be based on a realistic appraisal of your firm's circumstances and position and take into consideration a cost benefit analysis. (3-5pgs)</p> <p>Assignment Due: Bi-Weekly Journal</p>

<p>July 18*</p>	<p>Evaluative Summary</p> <p>Assessment Instrument</p> <p>Assignment Due: Personal 5-Year Strategic Plan</p> <p>(5-7pgs)</p> <p>Assignment Due: PORTFOLIO</p> <p>INDIVIDUAL CONFERENCES</p>
	<p style="text-align: center;">▪</p>

*** FULL CLASS MEETING**

ACADEMIC HONESTY POLICY- The vitality of any academic program is rooted in its integrity. It is essential to Rowan University that the grades awarded to students only reflect their own individual efforts and achievements. Each segment of the academic community, i.e., faculty, students and administration, are responsible for the academic integrity of the university. Academic dishonesty, in any form, will not be tolerated. Students who are found to have engaged in acts of academic dishonesty may be subject to failure for the course and suspension from the University.

*For further information on this Policy, please consult the Schedule of Courses under "General Information. "

GRADES GPA EQUIVALENTS A = 4.0 93 - 100 B+ = 3.3 88 - 89 C+ = 2.3 78 - 79 D+ = 1.3 68 - 69 A- = 3.7 90 - 92 B = 3.0 83 - 87 C = 2.0 73 - 77 D = 1.0 63 - 67

B- = 2.7 80 - 82 C- = 1.7 70 - 72 D- = 0.7 60 - 62

LEARNING DISABILITY: If you have a learning disability and need special accommodation, please approach the instructor.

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Summer 2005 BI-WEEKLY JOURNAL

WEEKS OF May 31-June 10, June 13-24, June 28-July 8

NAME _____

INTERNSHIP POSITION _____

This log should be used to record your learning experiences and the ideas you have about them. It should be completed in at the end of each week and handed in at each regularly scheduled class meeting.

A. Record or list the projects, activities, and experiences you have been involved in this week.

B. Reflect upon the above, and explain those thoughts, ideas concepts or questions that have grown out of the activities and experiences you have recorded. Consider the integration of your work experiences to your academic learning.

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LEARNING OBJECTIVES

Summer 2005

Please enumerate the specific knowledge, skills and competencies to be gained from this Internship experience. (A minimum of 5 learning objectives is required). You should use the responsibilities and activities to be performed during the Internship to assist you. These objectives will be used as criteria for evaluation as well as in discussions with faculty and supervisor. They should be **specific, measurable and timed**.

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INTERNSHIP STUDENT PORTFOLIO Summer 2005

Your portfolio is designed to document the progress made during your Internship. This allows work expectations and performance benchmarks which were established at the beginning of the Internship to be evaluated at the end of the Internship. Through the use of the weekly journals the student and instructor will be able to reflect upon business skills utilized, including those newly acquired.

- POSITION APPLICATION/APPROVAL FORM**
- LEARNING OBJECTIVES**
- DESCRIPTIVE MEMORANDUM/ORGANIZATIONAL CHART**
- BI-WEEKLY JOURNALS**
- EXECUTIVE INTERVIEW (6cr)**
- WALL STREET JOURNAL ARTICLE REVIEWS**
- ETHICAL POLICY REVIEW (6cr)**
- PERSONAL STRATEGIC ANALYSIS**
- INDUSTRY STRATEGIC ANALYSIS**
- SUPERVISORY EVALUATION**
- POST-INTERNSHIP RESUME**

