

**STATE UNIVERSITY OF NEW YORK  
COLLEGE OF TECHNOLOGY  
CANTON, NEW YORK**



**COURSE OUTLINE**

**BSAD 450 – Business Internship**

**Prepared By: Dr. Charles Fenner**

**SCHOOL OF BUSINESS AND LIBERAL ARTS  
BUSINESS DEPARTMENT  
Spring 2016**

- A. TITLE: Business Internship
- B. COURSE NUMBER: BSAD 450
- C. CREDIT HOURS: 6 - 12
- D. WRITING INTENSIVE COURSE: NO
- E. COURSE LENGTH: 15 WEEKS
- F. SEMESTER(S) OFFERED: Fall and Spring.
- G. HOURS OF INTERNSHIP; LECTURE; SEMINAR ACIVITY: 40 hours of work per week per credit hour.

H. CATALOG DESCRIPTION:

The business internship is an academic program which integrates classroom work and practical experience with cooperating businesses. It is a structured field experience in which an intern acquires and applies knowledge and skills, while working in a responsible role within a business environment. Internship assignments and activities may include, but not limited to, information gathering, research, data analysis, planning, organization, implementation, evaluation, and other tasks and responsibilities deemed necessary.

- I. PRE-REQUISITES: Senior Status in BBA in Management and Grade Point Average of 3.0 or higher before the internship begins or permission of the instructor in consultation with the student’s advisor.

- J. STUDENT LEARNING OUTCOMES: Upon successful completion of the Internship, the student will be able to:

<b><i>Course Objective</i></b>	<b><i>Institutional SLO</i></b>
a. Demonstrate discipline specific knowledge and skills required in the professional workplace.	3. Prof. Competence
b. Analyze the demographics of clients/customers served by the company.	1. Communication 3. Prof. Competence
c. Identify and restructure the key roles and positions within the company.	2. Crit. Thinking
e. Evaluate the important market segments served by the company and recommend alternatives.	2. Crit. Thinking
f. Analyze and interpret company data for specified reports (financial, market, etc).	2. Crit. Thinking 3. Prof. Competence

- K. TEXTBOOK: None

L. REFERENCES: None

M. EQUIPMENT: N/A

N. GRADING METHOD: A-F

O. MEASUREMENT CRITERIA:

- Weekly summary of work
- Participation in discussion board
- End of internship evaluation
- Portfolio

P. DETAILED TOPICAL OUTLINE:

- I. Weekly Report (2 pages)
  - A. Weekly activities (1 page)
  - B. Essay linking theory to practice (1 page)
- II. Discussion Board Participation
- III. Mid-Term Review
- III. Final Report
  - A. Portfolio
  - B. Lead professor/Supervisor Review