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 ACTIVITY:** 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:

<table>
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<tr>
<th>Course Objective</th>
<th>Institutional SLO</th>
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<tr>
<td>a. Demonstrate discipline specific knowledge and skills required in the professional workplace.</td>
<td>3. Prof. Competence</td>
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<td>b. Analyze the demographics of clients/customers served by the company.</td>
<td>1. Communication 3. Prof. Competence</td>
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<td>c. Identify and restructure the key roles and positions within the company.</td>
<td>2. Crit. Thinking</td>
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<tr>
<td>e. Evaluate the important market segments served by the company and recommend alternatives.</td>
<td>3. Crit. Thinking</td>
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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