

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



MASTER SYLLABUS

BSAD 450 – Business Internship

Created by: Charles Fenner

SCHOOL OF BUSINESS AND LIBERAL ARTS
BUSINESS DEPARTMENT
Spring 2019

- A. **TITLE:** Business Internship
- B. **COURSE NUMBER:** BSAD 450
- C. **CREDIT HOURS:** 6-12
- D. **WRITING INTENSIVE COURSE:** No
- E. **GER CATEGORY:** NA
- F. **SEMESTER(S) OFFERED:** Fall/Spring
- G. **COURSE DESCRIPTION:** 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.

H. PRE-REQUISITES/CO-REQUISITES:

Pre-requisite(s): 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.

I. STUDENT LEARNING OUTCOMES:

<u>Course Student Learning Outcome [SLO]</u>	<u>PSLO</u>	<u>ISLO</u>
a. Demonstrate discipline specific knowledge and skills required in the professional workplace.	3.0 Core Business Knowledge	5. Industry, Professional, Discipline Specific Knowledge and Skills
b. Analyze the demographics of clients/customers served by the company.	3.0 Core Business Knowledge	5. Industry, Professional, Discipline Specific Knowledge and Skills
c. Identify and restructure the key roles and positions within the company.	3.0 Core Business Knowledge	5. Industry, Professional, Discipline Specific Knowledge and Skills

d. Evaluate the important market segments served by the company and recommend alternatives.	3.0 Core Business Knowledge	5. Industry, Professional, Discipline Specific Knowledge and Skills
e. Analyze and interpret company data for specified reports (financial, market, etc).	3.0 Core Business Knowledge	5. Industry, Professional, Discipline Specific Knowledge and Skills

KEY	<u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	Communication Skills Oral [O], Written [W]
2	Critical Thinking <i>Critical Analysis [CA] , Inquiry & Analysis [IA] , Problem Solving [PS]</i>
3	Foundational Skills <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
4	Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	Industry, Professional, Discipline Specific Knowledge and Skills

- J. **APPLIED LEARNING COMPONENT:** Yes X No _____
- K. **TEXTS:** None. Lectures provided by instructor
- L. **REFERENCES:** None
- M. **EQUIPMENT:** Technology Enhanced Classroom
- N. **GRADING METHOD:** A-F
- O. **MEASUREMENT CRITERIA/METHODS:** Quizzes, Case Studies, Exams, Debates
- P. **DETAILED COURSE OUTLINE:**

DETAILED COURSE OUTLINE

I. Ethics and the Individual

- A. The Origin of Rights
- B. When Life Begins and Rights
- C. Positive Rights/Negative Rights
- D. The Bill of Rights and the Individual
- E. Intrinsic and Instrumental Values
- F. Kohlberg's Moral Development
 - 1. Altruism
 - 2. Egoism
- G. Diffusion of Responsibility

II. Ethics and Decision Making

- A. Kantian Ethics
- B. Consequential Ethics
- C. Aristotelian Ethics
- D. Feminist Ethics

III. Ethics and Work

- A. The Definition of Property
- B. Intrinsic and Instrumental Work
- C. Distributive Justice

IV. Ethics and the Workplace

- A. Employer Rights
 - 1. At-will Employment
 - 2. Wealth Creation
 - 3. Surveillance of Employees
 - 4. Use of Medical Information
- B. Employee Rights
 - 1. Due Process
 - 2. Possessing our Bodies
 - 3. Free Speech
 - 4. Safety
 - 5. Collective Bargaining
- C. The Balance of Power
- D. Employee Handbooks/Contracts
- E. Affirmative Action/Quotas

V. Ethics and the Marketplace

- A. Price
- B. Product
- C. Promotion

VI. Ethics and Society

- A. The Collective Life
- B. The Responsibilities of the Citizen
- C. Our Obligations to the Less Fortunate

VII. Ethics and the Corporation

- A. Shareholder vs. Stakeholder
- B. The Environment
- C. International Issues