



**Internship for Credit | Spring 2021**  
**BUSA 3400, IBUS 3400, INFO 3400, MGMT 3400, MKTG 3400 & OPER 3400**

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**Class meetings:** This course is facilitated online using Canvas. The internship is an opportunity for students to earn academic credit while applying theoretical and course-based practical learning in a supervised industry experience. Contact hours that would normally be spent in class, will take place onsite at the location of the internship. For this reason, **students must complete 150 hours minimum in a supervised work setting to receive course credit.**

**Course Description:** BUSA 3400, IBUS3400, INFO3400, MGMT3400, MKTG3400, OPER3400

**Prerequisites:** Belk College of Business junior or senior in good standing with a declared major or minor in Business Analytics, International Business, Management, Management Information Systems, Marketing, or Operations & Supply Chain Management. Completion of MKTG 3110 with a grade of "C" or better and completion of 2 Marketing electives is a requirements for the MKTG3400 Course

**Materials:** There is no required text for this course.

**Objectives:** The objectives of this course are to:

1. Increase business acumen and industry knowledge associated with your major and intended profession
2. Gain practical work experience related to a business major and apply theoretical understanding learned in the classroom to a real-world setting

3. Build a professional network and identify potential career paths for the future
4. Identify personal and professional career goals leading to future career success

The ways that the assignments of this course will help you to reach these objectives are detailed below.

### **Supervisor Responsibilities:**

Your onsite supervisor is required to complete an evaluation of your work performance. The supervisor should provide you adequate guidance and training during the internship. The purpose of the evaluation is to provide an opportunity for open communication about performance expectations and feedback. It is the responsibility of your supervisor to create an ethical work environment for you to learn and grow professionally. If for any reason you feel that your employer is not supporting ethical work practices, please contact the course instructor immediately to discuss.

**The employer evaluation is due by May 7, 2021.** It is your responsibility to follow up with your supervisor to ensure that the evaluation is completed on time and by the deadline. This means allowing time for your supervisor to consider your performance, write up an evaluation, share it with you in a discussion, and then email the results to the instructor. A good rule of thumb is to allow 2-3 weeks' notice at minimum, but will depend on your supervisor's work schedule among other factors. Have this discussion early to avoid pressuring your supervisor to perform under a quick turnaround and to ensure this is completed on time.

**Attendance & Participation:** You are required to honor the work schedule set forth and agreed upon by you and the employer. It is very important for you to demonstrate punctuality during your internship experience. **Students with less than 150 supervised hours by the end of the semester will receive a failing grade in the course.**

### **Honor Code:**

Students are expected to abide by the "UNC Charlotte Code of Academic Integrity" as described in the UNC Charlotte Undergraduate Catalog. Students found in violation may be subject to failure of an assignment, exam, and/or the course.

### **Disability Services:**

UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office in Fretwell 230.

### **Diversity Statement:**

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socioeconomic status.

## Syllabus Modification:

This syllabus may be modified at any time by the course instructor. Notice of any changes will be sent via email and then uploaded immediately in Canvas.

## Grading:

- Student Assignments 1-8- 80%
- Employer Evaluation- 10%
- Hour Verification- 10%
- Total- 100%

## Grading Scale:

The final grade for this course is Pass {P} or No Credit {NP}.

Pass = 70 – 100%

No Credit = 0 – 69%.

**Assignments:** All assignments will be submitted online, and all but one will be submitted directly through Canvas. Assignment deadlines and point values are outlined below.

You are required to complete an Internship Portfolio that consists of assignments 1-10, listed at the bottom of this page and in the "Assignments" section. You will submit all assignments to Canvas by the indicated deadline (always check Canvas to confirm due dates as some are different).

*Late submissions will have 10% deducted from that assignment's grade within the first 24 hours it is late. Submissions more than 24 hours late will have an additional 5% deducted each additional day it is late. Late submissions will not be accepted more than one week after the due date.*

## Assignment Overview and Deadlines: (detailed descriptions below)

Assignment	Due Date & Time	% of Total Grade	Course Objective Met
Assignment #1: First Day/Week on the Job	Post Due: January 22 by 11:59pm Responses Due: January 25 by 11:59pm	8%	2
Assignment #2: Business in the News	Open February 1- April 29 by 11:59pm, must work on throughout course	8%	1
Assignment #3: Goal	Due: February 1 by	8%	4

Setting for your Internship	11:59pm		
Assignment #4: Informational Interview Summary Report	Due: February 11 by 11:59pm	8%	3
Assignment #5: Obstacles and Challenges	Post Due: February 16 by 11:59pm Response Due: February 19 by 11:59pm	8%	1
Assignment #6: Duties & Accomplishments	Due: March 1 by 11:59pm	8%	1
Assignment #7 Resume	Resume First Draft Due: March 11 by 11:59pm *Resume Final Draft Due: April 1 at 11:59pm	8%	2
Assignment #8 LinkedIn	Due: April 6 by 11:59pm	8%	1
Assignment #9 Supervisor Thank you letter	Due: April 22 by 11:59pm	8%	3
Assignment #10 Internship Evaluation	Due: May 5 by 11:59pm	8%	4
Due: Employer Hour Verification Form (Supervisor signed)	Due: May 7 by 11:59pm	10%*	2
Due: Intern Performance Form (Supervisor signed)	Due: May 7 by 11:59pm	10%	1
		100%	

\*Failure to have 150 hours verified will result in no credit- this percentage is tied to the completion of the assignment, not the internship.

Rubrics and details for individual assignment are listed below.

Assignment #1:

First Day/ Week on the Job: For your discussion, please share: 1. Your name 2. Your major and year 3. Where you are interning and a general overview of your work 4. 1 Thing you have learned in your first day/ week on the job

For your responses, respond to **at least 2 classmates** with something you have learned or observed from their first day or week, similar experiences, or things that you have learned.

Format: Discussion in Canvas

Rubric:

Component:	Percentage possible:
Discussion content is complete: the content fulfills the requirement of the assignment	40%
Interaction with one classmate: Interaction is respectful, engaging, and offers original thought	20%
Interaction with one classmate: Interaction is respectful, engaging, and offers original thought	20%
Professionalism- Presentation of content is neatly typed, writing is organized, spelling, grammar and word choice are appropriate for professional writing	20%
Total Possible:	100%

Assignment #2: Business in the News

The instructor will post a minimum of 1 business news article every other week. During that week, respond to the discussion with insight, a personal experience, or additional knowledge about that week's news. Your response should be at least 50 words but less than 150 words. You should respond to two news articles before the due date. You may not respond to the same article twice.

Format: Discussion in Canvas

Rubric:

	Percentage possible:
Assignment guidelines are followed: 50-150 words, unique postings for at least two articles, and due date is met	40%
Response to 1 article furthers knowledge about the topic	20%
Response to 1 article furthers knowledge about the topic	20%
Professionalism- Presentation of content is neatly typed, writing is organized, spelling, grammar and word choice are appropriate for professional writing, length is appropriate	20%
Total Possible:	100%

Assignment #3 Goal Setting Report:

Goal Setting Report: The purpose of this assignment is to help you manage the expectation for

your internship and identify personal and professional goals you would like to accomplish. At a minimum, the report should be 2 pages typed, double-spaced, 1 inch margins in 12 point font and include the following:

1. Describe agreed-upon work goals and objectives from your supervisor that you plan to execute during your work experience.
2. Identify and summarize new professional skills you hope to obtain from the internship experience and specifically describe how those skills will enhance your future career.
3. Outline the expectations you hold today for your internship and what you hope to accomplish as a result.

Format: .DOC or .PDF only turned in to canvas under the assignment by the due date.

Rubric:

	Percentage possible:
Content- Fulfills the requirements of the assignment, demonstrates understanding of the topic and related concepts	40%
Fact Gathering- The assignment employs appropriate information or facts	20%
Personal Thoughts- The personal thoughts of the writer are supported with reason and easy to discern	20%
Professionalism- Presentation of content is neatly typed, writing is organized, spelling, grammar and word choice are appropriate for professional writing, length is appropriate	20%
Total Possible:	100%

Assignment #4: Informational Interview Summary Report

The purpose of this assignment is to help you establish a network within your new organization and gain valuable industry knowledge about future career paths. You will select **at least 2 colleagues** with which you will conduct an informational interview (refer to handout in Canvas). You should choose someone at your organization who holds a career that you aspire to attain in the future. You may consult with your supervisor to identify potential interview candidates if needed. The person(s) you are interviewing cannot be another intern or another person who holds your same position. At a minimum, the report should be 2 pages typed, double-spaced, 1 inch margins in 12 point font and address the following prompt:

Describe the career paths of the person(s) interviewed, summarize his or her daily duties and responsibilities, and outline the skills or qualities needed for success in the described occupation. Be sure to include any career advice or tips the interviewee provides.

Format: .DOC or .PDF only turned in to canvas under the assignment by the due date

Rubric:

Component:	Percentage possible:
Discussion content is complete: the content	40%

furtheres the intern's knowledge about their field or future career path, and this is demonstrated in the writing	
Informational interview subject 1: Information is fact- based, relevant, and complete for the prompt	30%
Information interview subject 2: Information is fact-based, relevant, and complete for the prompt	20%
Professionalism- Presentation of content is neatly typed, writing is organized, spelling, grammar and word choice are appropriate for professional writing, length is appropriate	20%
Total Possible:	100%

### Assignment #5 Obstacles & Challenges Report

The purpose of this discussion is to help you identify existing or potential challenges that could hinder you from being successful during your internship. The first part of this could hinder you from being successful during your internship. The first part of this assignment is your discussion post, in which you should: describe the obstacle(s) or challenge(s)? (Answers should be at least 250 words)

For your responses, respond to at least 2 classmate. Have you experienced something similar? Have you learned something that would assist this person with their challenge?

Format: Discussion in Canvas

### Rubric:

Component:	Percentage possible:
Discussion content is complete: the content fulfills the requirement of the assignment	40%
Interaction with one classmate: Interaction is respectful, engaging, and offers original thought	20%
Interaction with one classmate: Interaction is respectful, engaging, and offers original thought	20%
Professionalism: Presentation of content is neatly typed, writing is organized, spelling, grammar, and word choice are appropriate for professional writing	20%
Total Possible:	100%

### Assignment #6: Duties & Accomplishments

To showcase your internship work effectively and highlight your significant duties and accomplishments, it is helpful to maintain a log of activities during your internship.

Documenting these examples will also help you to be more successful in a behavioral interview in the future. Frame your responses using the STAR method (refer to handout under “Resources” on the home page) or use the Big Interview help. You will complete this assignment in Big Interview. There will be three questions that you will receive in advance.

Format: Big Interview | Please see instructions in Canvas

Rubric:

Component:	Percentage possible:
Interview Skills Evaluation: eye contact, appropriate body language, communicates enthusiasm, keeps answers concise, avoids filler words, speaks clearly	40%
Answer #1: Answers the question well, uses STAR method appropriately	20%
Answer #2: Answers the question well, uses STAR method appropriately	20%
Answer #3: Answers the question well, uses STAR method appropriately	20%
Total Possible:	100%

#### Assignment #7: Resume

It is time to put your internship on paper. *Draft:* Submit a draft of your updated resume to include this internship position. Include relevant details, quantify your work where possible, and document evidence of your contributions. Do not copy/paste the STAR method from the previous assignment; rather, extract only data that is significant. Resume should not exceed one page. *Next:* After you have submitted your resume, we will meet- please click the link in Canvas to sign up for a time.

Final: After you receive your edits, edit your resume using relevant feedback.

Format: Must upload .doc in Canvas (It is important that this is editable) for draft, .PDF or .doc

Rubric:

Component:	Percentage possible:
Draft complete	20%
Edits incorporated and final result is professional with spelling, grammar, and word choice is appropriate	30%
Internship skills and accomplishments are highlighted supported with evidence	10%
Final resume is appropriate for professional distribution and reflects current information	40%
Total Possible:	100%

#### Assignment #8: LinkedIn



Create your LinkedIn profile if you have not done so already, and update/complete it. Specific elements for completion include: Photo, summary, work experience, school experience, skills, & networking with at least 1 person at your internship workplace.

Format: Must upload .doc in Canvas (It is important that it is editable) for draft, .PDF, or .doc for final which includes the link to your LinkedIn page.

Rubric:

Component:	Percentage possible:
Content - Profile is complete per guidelines above	40%
Profile displays interest or skill in 1 particular field	20%
Collegiate degree is accurate in title and degree type	20%
Networking ability is evident through connections	20%
Total Possible:	100%

#### Assignment #9: Supervisor Thank You Letter

Write a formal letter to your onsite supervisor thanking him or her for providing you with the internship opportunity. This should be no longer than three short paragraphs. Please submit the assignment in a Word document. There is a handout in Canvas on the assignment page with a sample letter you can use for inspiration (do not copy and paste). \*Do not give the thank you letter to your supervisor until your instructor has reviewed it\*

Format: Submit via Canvas

Rubric: This assignment will be graded as acceptable/complete or not complete.

#### Assignment #10: My Internship Evaluation

Complete a confidential evaluation of your internship experience. This is only for your instructor to view and view and you will have the opportunity to evaluate your supervisor and the company where you worked. The student evaluation form can be found by following the link on Canvas to this specific document.

Due 5/5/2021 by 11:59pm

Format: Link in Canvas

Rubric: This assignment will be graded as complete/incomplete

#### Due: Employer Hour Verification Form

You are required to track all hours worked for your internship on the hour verification form that can be found in Canvas. Once the form is complete, present it to your supervisor for certification of your total hours. Your supervisor's actual signature is required. Upload your completed hour verifications forms to Canvas. A scanned PDF copy is acceptable. Do NOT submit paystubs or any other document that may contain sensitive personal information such as your social security

number. A signed letter from your supervisor, scanned, and uploaded to Canvas is also acceptable.

Due: 5/7/2021

Format: Upload into Canvas

Rubric: This assignment will be graded as complete/incomplete

Due: Intern Performance Evaluation

Your onsite supervisor is required to complete an evaluation of your work performance, which will be emailed in the form of a survey from the university. It is your responsibility to follow up with your supervisor to ensure that the evaluation is completed on time and by the deadline. This means allowing time for your supervisor to consider your performance, write up an evaluation, share it with you in a discussion, and then email the results to the instructor. Have this discussion early to avoid pressuring your supervisor to perform under a quick turnaround.

Due: 5/7/2021

Format: Upload into Canvas

Rubric: This assignment will be graded as complete/incomplete