



School of Business Administration

INT 4300 – SBA Internship Syllabus – summer 2011

Program Description

The SBA Internship Program allows BBA students to gain practical experience in the workplace before receiving their undergraduate degrees. The internship is a required academic course. The student identifies companies willing to hire him/her on a full time basis for an 8-week period (minimum required), usually in the summer. The SBA Internship Program supervises the students and awards academic credits (3 SCH) upon successful completion of all the required assignments.

Prerequisites

To participate in the program, you should:

- Have a minimum GPA of 2.0
- Have at least 12 credits of study remaining following an internship.
- Be enrolled in the Enterprises, Markets, and Moroccan Economy course (GBU 3303) prior to completing the internship.
- Be prepared to begin work in June on a full-time basis for 8 weeks minimum.
- Assume internship program fees.

Intended Learning Outcomes

Upon successful completion of the internship, you should be able to:

1. Communicate a practical understanding of how a business actually operates
2. Demonstrate the ability to integrate and apply theoretical knowledge and skills developed in various courses to real-world situations in a business organization
3. Exhibit the ability to effectively work in a professional environment and demonstrate work ethic and commitment in a work-based environment
4. Demonstrate the ability to successfully complete internship assignments.
5. Reflect on personal and professional development needs and set strategic goals for advancing along an intended career path
6. Communicate effectively in a professional environment in both French and English, orally and in writing.

Requirements

The internship work schedule shall be determined between you and your supervisor at the company to afford a minimum of 320 hours (8 weeks) on the job during the period of enrollment. Since you are interning for academic credit, no remuneration is required; however, supervising offices may, at their sole discretion, elect to provide stipends, paid parking, mileage reimbursement or paid employment. You shall observe all standards of legal ethics and confidentiality and comply with all office policies.

Course Evaluation

<u>Activity</u>	<u>Weight</u>
Project (final report in English)	30%
Presentation	20%
Progress reports	20%
Employer's evaluation (at the company)	20%
Meeting deadlines and responsiveness	10%

Project (30%)

You must select a theme or topic for your project. The topic and/or theme should be relevant to the organization in which you are working. Specific projects proposed by the employer can also be considered for approval by the academic supervisor. Care must be taken in order to protect the confidentiality of the organization. It is your responsibility to get permission from your employer before attaching any company documents to your report. You must respect your company's rules and policies.

Your English report should consist of two parts:

Part I of the report should include a description of: the business environment, the kind of business it is (service, manufacturing, non-profit, government), its mission and values, its major markets, its marketing strategies, how it is organized, its employees, its annual sales, how it organizes its finances and operating budgets.

To complete **Part II** of the report, you should with both your employer and academic supervisor:

- Identify a business problem or issue relevant to the employer's business, the employer's industry, or the Moroccan business environment.
- Find the appropriate methodology to analyze the business problem. The presentation of the methodology consists of two parts: 1) the data and 2) the methods implemented to conduct your analysis of the data. The presentation of the data should include a description of the data collection process and of the data. The data description should be based on the use of tables, charts, or descriptive statistics. The presentation of your analytical methods should clearly show, step by step, the way you want to analyze the data. An entire section of your methodology should be devoted to a presentation of the

analytical instruments that you want to use in order to conduct your analysis (e.g. statistics, SWOT analysis).

- Use the above methodology to analyze the business problem/issue/opportunity with the aim of examining its impact on the employer's business. The analysis should lead to a set of results. These results should be interpreted (what do they mean?) and discussed in the light of their usefulness for and applicability by the firm, keeping in mind the firm's constraints.
- Based on your results and the discussion that you conducted in the previous step, propose recommendations and/or solutions to the problem. The objective here is not to come up with recommendations merely, but propose a strategy that is likely to be feasible and helpful to the firm. You should write this part with a high sense of pragmatism.

While the second part of your project report should be developed together with your internship employer and academic supervisor, it is important that it reflects your own intellectual contributions when completing every one of the above five steps. In fact your report and presentation grades will be based on your intellectual creativity as well.

The report should be formatted in APA style, with references and citations, if appropriate¹.

Presentation (20%)

In the Fall 2011 semester, students are required to make a presentation of their project in English to a committee consisting primarily of SBA faculty. The presentation should reflect the content of your report. Be prepared to answer any question about the choice of your business problem and methodology, the interpretation and discussion of your results and the feasibility of the recommendations that you propose.

Progress Reports (20%)

Your portfolio consists of bi-weekly progress reports. The reports are to be submitted in English only. The purpose of the bi-weekly reports is two-fold: 1) They serve as a record of your activities at work along with observations and analysis of the workplace; 2) they reflect your contribution to solving a business problem. Because of their second objective, your bi-weekly reports serve as a basis for drafting your project report. Thus, through your bi-weekly reports you will provide your internship academic supervisor with information about the different components of your project report. In return you will receive feedback that you will be expected to incorporate in the final draft of your project report. Each report must contain information about your name, the name of the firm and the number of the bi-weekly report (one, two, three...). Make sure you take the time to proof read your reports before submission. Lousy and unprofessional reports will certainly affect your grade. These reports will be graded based on content, organization, grammar and neatness. These progress reports are to be delivered via email to your internship academic supervisor on the due date (See the table below).

¹ All documents, tables, charts, etc. that you borrow from the firm or other sources and include in your report should be referenced.

Progress report	Due date	Description
week #1 and #2	last day of the second week	Must include company description, company structure, and the role of people in your department, objectives of the organization in general and your department in particular. State your personal objectives (what do you hope to learn and why?). <u>Must include a clear description of your business problem</u>
week #3 and #4	last day of the fourth week	Describe your activities of the week. You may also report on observations (work related) you had. <u>Must include a clear description of your methodology and the reason why you are choosing that specific methodology</u>
week #5 and #6	last day of the sixth week	Describe your activities of the week. You may also report on observations (work related) you had. <u>Must include the results from your analysis and their interpretation</u>
week #7 and #8	last day of the internship	<u>Based on the results, propose solutions, keeping in mind the constraints that the firm may experience when implementing your recommendations.</u> Discuss whether you have achieved your personal goals you set in the first two weeks and make some general recommendations to the organization.

Employer's Evaluation (20%)

There are two components in your employer's evaluation: the work done during the internship and a French internship report. They represent 60 and 40 percent respectively of your employer's evaluation (which accounts for 25 percent of the final internship grade)

The work done during the internship is evaluated according to the following criteria:

- The quality of your work
- Your skill level at the beginning of your internship and your ability to learn new skills
- Your oral and written communication skills,
- Your ability to follow instructions,
- Your attitude, and
- Your overall performance.

The French internship report should follow the following guidelines in terms of both format and content. Your report should be typed, clearly and well structured, and free from typos. It should include the following sections:

- an acknowledgement note,
- an outline,
- an introduction,

- the body of the text,
- a conclusion,
- references, and
- appendices (if any).

In the body of the text you should include at least the following sections:

- a description of the firm where you are doing your internship (location, history, related industry, size, organization),
- a description of the department where you are doing your internship (role, organization, size, people in charge),
- a presentation of your mission during the internship (objectives of your internship, tasks you did, resources you used, obstacles you encountered, solutions you found, what you gained out of your internship)

You should write this report under your employer's supervision and guidance, but the above description represents the minimum required. It is also important to note that your report should contain original work and ideas. A substantial part of the grade will be devoted to the originality of your report.

During the last week of your internship, ask your employer to complete the evaluation form assessing the quality of your daily work and your report. In the internship agreement, your employer agrees to fill your evaluation form after s/he receives your French internship report. Filling the evaluation form before receipt of your internship report may affect your grade. It is also very important to have the evaluation form filled out by your employer before you leave the company. Any failure to submit the employer evaluation form on the due date (last day of your internship) may result in failing the course.

Meeting Deadlines & Responsiveness (10%)

You will also be evaluated based on how well you will meet your deadlines for the progress reports and for the final report. Additionally, your responsiveness to your internship academic supervisor and to the SBA correspondence will be evaluated and graded. The responsiveness grade is a simple average of two responsiveness grades given by the academic supervisor and the internship unit.

It is your responsibility to check your email and the internship web site regularly for any announcements.

Grading system

To determine your final grade for your internship, the conventional grading system will be used.

- A = 90-100
- B = 80-89
- C = 70-79
- D = 60-69
- F = x-59

Course Schedule

Due Date	Deliverable
End of April 2011	Submit your “convention de stage” including information about your employer and signed by him/her by fax to 0535-86-22-82 An academic supervisor will be assigned to you based on the field in which you will be doing your internship.
Last day of the second week	Submit the progress report for weeks 1 and 2 via email to your academic supervisor <u>Your business problem must be clearly stated</u> Academic supervisors have until <u>the last day of the third week</u> to <u>communicate their feedback²</u> on the first progress report to their supervisees and approve or disapprove the project.
Last day of the fourth week	Submit the progress report for weeks 3 and 4 via email to your academic supervisor. Your academic supervisor will give his/her feedback ² on the second progress report <u>by the end of the fifth week.</u>
Last day of the sixth week	Submit the progress report for weeks 5 and 6 via email to your academic supervisor. You will get feedback ² on the third progress report from your academic supervisor <u>by the end of the seventh week.</u>
Last day of the internship (eighth week)	Submit the progress report for weeks 7 and 8 via email to your academic supervisor.
Last day of the first full week of Fall 2011	Academic supervisors give their feedback on the last progress report (weeks 7 and 8)
Last day of the second full week of Fall 2011	Internship reports are due.

² If you do not receive feedback by this deadline, send an e-mail to SBA_INT4300@aui.ma

Course Policies

Lateness, absenteeism, and/or general disciplinary problems will not be tolerated and can result in the failure of the internship course.

Email Protocol

In order to avoid any communication problems when submitting your deliverables, always cc the following email address: **SBA_INT4300@aui.ma**

Naming Convention

When submitting your deliverables, use the following naming format:
First name Last name Deliverable # (MM DD YY)

For example, when submitting the first progress report and assuming I started my internship in the first of June 2011, I would name it: ***Rachida Azelmad Progress Report #1 (06 14 2011)***

Deliverables include progress reports (1 to 4), final report in French and English, evaluation form and convention de stage (if sent by e-mail)

Expectations for Student Performance

1. Demonstrate commitment and dedication to an employer and treat work as first priority.
2. Be punctual (including notification of employer when absence or tardiness is ***necessary***), dependable and perform in a professional manner.
3. Communicate regularly and effectively with team/co-workers, academic supervisor and employer to ensure timely and accurate completion of work and to establish good human relationships.
4. Make sure that your academic supervisor has all pertinent information regarding the employer.
5. Regularly read and respond to correspondence by email.
6. Regularly check the Internship web site.
7. Communicate promptly with the academic supervisor by phone or email any questions or problems that you have.
8. Respect the work rules and code of conduct of your employer and the academic code of ethics set out in the AUI Student Handbook.

Responsibilities of Academic Supervisor:

1. Assist the student in identifying a suitable project
2. Approve the final internship project
3. Respond to requests from students for assistance in facilitating the internship experience
4. Monitor student progress and give feedback on a timely manner
5. Evaluate the student's internship progress reports and final report
6. Serve on the committee of the student's oral defense of the internship project