



*Martha and Spencer Love School of Business*

**LSB 381**  
**Internship in Business**

**An Elon student's highest purpose is Academic Citizenship: Giving first attention to learning and reflection, developing intellectually, connecting knowledge and experiences, and upholding Elon's honor code.**

**COURSE DESCRIPTION:** An internship experience offers the student valuable experience in business and management. Appropriate placement must be arranged by the student with the help and support of the LSB Internship Coordinator, the Elon Career Center, and other appropriate resources.

**COURSE CREDIT HOURS:** 1 to 4

**COURSE GOALS:** The following goals are associated with this course:

This course is designed to provide majors in accounting and in business administration with hands-on experience to confirm or clarify career goals, test what they have learned in their classes, gain a clear sense of what they still need to learn, and build their professional network.

The major outcome objective of the course is for students to systematically evaluate themselves and the organization in which they work over the course of the term to determine: "If offered a career employment opportunity with this organization at the end of the term, would I accept? Why or why not?" The 'why or why not' will focus on the potential fit between individual strengths/interests and the organizational environment and culture.

**TEXT:** Internship Guide and related articles and books. Will vary by semester.

**PREREQUISITE:** Sophomore or higher

*\*All written communication should reflect the principles of effective business communication skills.\**

**COURSE REQUIREMENTS:**

**Grading system is comprised of 1000 points.**

930—1000	A	900—929	A-	
880—899	B+	830—879	B	800—829 B-
780—799	C+	730—779	C	700—729 C-
680—699	D+	630—679	D	600—629 D-
				Below 599.9 F

## **1. Internship Proposal (100 points) and Journals (300 points):**

**The Internship Proposal memo** is a collaborative effort between you and your supervisor. This (signed) memo is due within **two weeks** after you start your internship and will help you set objectives for your internship. Please review the Internship Proposal form for additional information.

**Journals – They are required throughout the semester/session you are registered for.** Create your journal entries in MSWord and upload them into the corresponding journal number on Blackboard.

Journal entries begin a week after your first week of your internship experience. Weekly journals are to be submitted on Blackboard under ASSIGNMENTS on Monday no later than 5pm. Write your journal entries with principles of *good internal organizational communication skills* so you can look back on your experience at the end of the term and remember salient elements, happenings, relationships, meetings, frustrations, successes, etc.

**The following is “food for thought” regarding your journal submissions; however, you do not have to comment on each element.**

- a) What assignment(s) have you worked on?
- b) What primary knowledge and/or skills did you need to draw upon?
- c) How much guidance, direction, and supervision were you given? Was the guidance adequate/effective/helpful? If not, why not?
- d) With whom did you interact? Comment on any strong or weak interactions.
- e) What could have been done (by you or others) to make this week more productive?
- f.) Comment on the objectives you established for yourself at the beginning of the term.

**The heading for each journal should display the following:**

**YOUR NAME  
COMPANY NAME  
DATE AND WEEK NUMBER  
JOURNAL ENTRY NUMBER**

## **2. Internship Experience Report (400 points):**

**\*\*\* Internship Experience Report Outline.**

*This outline (last page) serves as a basic format; however, your experience may require alterations and/or additions.*

The length of the Internship Experience Report is based upon the number of credits you are completing. This information will be posted on Blackboard.

**Your final report MUST BE written as an informal report. Instructions regarding this format will also be posted on Blackboard.**

## **3. Final Class (100 points) and Evaluations (100 points):**

**Class sessions will be scheduled upon the completion of your internship.** The class session will draw on the experiences of internship participants and will summarize salient elements of your internship experience.

Internships completed for credit require participation in the web-based LSB Internship Evaluations designed for supervisors and students. These evaluations will be e-mailed at the end of your experience. You will be required to submit your evaluation and supply contact information to ensure your supervisor receives his/her evaluation.

***Your supervisor's evaluation will be 50 points of your grade. However, if you do not submit your student evaluation, 100 points will be deducted regardless of supervisor participation.***

**Summary:**

Internship experiences serve to bridge the internal classroom experience to the external business environment. This will not be the easiest academic credit you ever earn. Effectively done, it can be one of the most productive courses you complete in your academic career. Embrace this opportunity and grow from your internship experience!

## **\*\*\*INTERNSHIP EXPERIENCE REPORT OUTLINE**

### **I. Introduction:**

- a. Company name, location and a brief description
- b. Your supervisor's name, title and job description
- c. Your role(s) during the internship
- d. The dates of the internship and hours worked per week

### **II. Industry and Company Analysis**

- a. Overview of the industry in which your company operates to include, but not limited to:
  - i. A brief description of key organizations within this industry
  - ii. Recent trends, influences from local, national and/or international economic conditions
  - iii. Financial/investment analysis
- b. Within the general industry, an overview of the company to include, but not limited to:
  - i. Does this organization have a clearly defined mission and strategic plan, and if so, what is it?
  - ii. Describe and evaluate how this mission and plan are being implemented.
  - iii. Brief history to include recent adaptations based on economic trends, etc.
  - iv. What are the strengths and weaknesses of this company
  - v. What services/features distinguish it from competitors and where does this company stand in reference to competitors?

### **III. Internship Description**

- a. What department(s) did you work in?
- b. What were the objectives of the department(s)?
- c. What services did you provide (job duties)?
- d. What skills were required? (Please state which skills were developed, how you developed them, and additional skills you plan to target)
- e. Discuss the resulting relationship between your objectives stated within your proposal and your actual experiences.
- f. What were some of the main projects assigned and what challenges did they present?

### **IV. Ethical Issues**

- a. Please discuss any experiences that enhanced your awareness of ethical issues in the workplace to include:
  - i. Maintaining confidentiality
  - ii. Obtaining information
  - iii. Reporting information
- b. Discuss your understanding/concerns regarding ethical issues before versus after your internship experience.

V. Teamwork Experience

- a. Describe your teamwork experience. Teamwork is defined as individuals working together to accomplish goals and may include:
  - i. Joint recommendations
  - ii. Listening/sharing of ideas
  - iii. Cooperation with others
- b. Describe briefly the office dynamics & organizational culture during your experience.
- c. What have you learned about the importance of teamwork in a business environment?

VI. Knowledge of the Business World & Course Relevancy

- a. How has your internship expanded your knowledge of the business world?
- b. Summaries of informational interviews (See *VIII. Exhibits* for additional information) conducted with your supervisor and/or people at higher levels within this organization.
- c. Discuss successful co-workers and the skills or personality traits you associate with their success.
- d. Which courses helped to orientate you to the internship experience?
- e. Which courses were you able to directly apply to your internship experience?
- f. Are there courses you would like to take as a result of your internship?

VII. Reflection

- a. What three things could this organization do to improve?  
(Consider all variables to include management, marketing, technology, etc.)
- b. What contribution(s) did you make to this organization during this internship experience?
- c. What did you learn about yourself during this internship experience?
- d. What changes would you have made to the internship? (Job duties, location, etc.)
- e. Would you work here if offered permanent employment? Why or why not?
- f. How has this internship experience influenced future career choices?

VIII. Exhibits (This is in addition to your required paper length)

- a. Project/software examples (only if approved by your supervisor)
- b. Informational interviews: You will interview at least one manager in the organization. Your immediate supervisor is a good candidate; however, you might prefer to interview one or more people at higher levels in the organization instead or as well. Structure your own interviews (and keep notes throughout) to ask key questions getting at the person's:
  - Responsibilities - current and past
  - Academic and work background - length of time in this job and with the company
  - Likes/dislikes about the job and organization
  - Energy level and enthusiasm for their work (rate 1-5, 5 being highest)
  - What they would change about the organization if they could?
  - What advice they would have for a new employee who wants to do well?