INTB 344
International Business Internship
Fall 2018

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Office Hours: by appointment

Course Description and Objective: The purpose of academic credit internships is two-fold. Not only are you performing tasks for your experience provider and learning about the field in a “real world” setting, but also there is a component that requires intellectual study of the field. An internship is a supervised learning experience guided by your Learning Contract that requires reflection of the correlation between the theory you have studied in the classroom and practice and application of the theory in a professional environment.

To this end, there are certain academic requirements associated with the internship, and it is your responsibility to fulfill these requirements according to the deadlines established by the SB and your faculty coordinator. Simply performing well on the job will not guarantee you an “A” for the internship.

Please note that this is a self-directed course of study designed to help prepare you for the professional world.

You will not be reminded of assignment deadlines. It is your responsibility to abide by the dates set forth in this Syllabus. It is your responsibility to follow up with your experience provider to ensure your evaluations are submitted by deadline. It is your responsibility to plan ahead for the executive interview to ensure you meet the deadline. Executives are busy, so do not wait until the last minute, or he/she may not have time to see you. It is recommended that an appointment with them be set.

Your grade is based on the academic work you are submitting versus your work experience, so do not discount the importance of submitting your work in on time and presenting your work in a professional manner.
Through the successful completion of this internship, the student will address the following School of Business Learning Goals:

**Communication Skills:** Students demonstrate the ability, both written and spoken, to effectively present, critique, and defend ideas in a cogent, persuasive manner.

**Quantitative Fluency:** Students demonstrate competency in logical reasoning and data analysis skills.

**Global and Civic Responsibility:** Students able to identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students also be able to integrate knowledge and skills in addressing these issues.

**Intellectual Innovation and Creativity:** Students demonstrate their resourcefulness and originality in addressing extemporaneous problems.

**Synthesis:** Students demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and off-campus settings in the completion of complex and comprehensive tasks.

**Email Policy:** Please communicate via OAKS and not email.

**Required Hours:** All SB interns are required to adhere to the internship beginning and ending dates on their approved learning contract. A minimum of 120 hours of on-site work is required. Your final grade will be affected for early termination of your internship. Time spent on journal entries, etc. does not count towards the 120 hours.

**Completion of the following assignments is the basis for earning grade and college credit:**

1. **Weekly Journal:** Students are required to keep a weekly journal identifying course concepts as applied in the workplace. The journal must be typed and double-spaced. It is to be submitted electronically by midnight on Mondays (beginning September 3rd, 2018) using the OAKS drop-box set up for the course. Late entries will receive a 5-point deduction. An entry submitted after Wednesday the week it is due will be given a “zero.”

The format for the journals is as follows:

- Name:
- Experience provider:
- Name of experience provider supervisor:
- Week of:
- Hours worked for the week:
- Hours worked to date:

Weekly journal entry should include:
- What tasks you performed for the week with results
- Workplace observations – any thoughts on how things could/should run or how situations could have been handled differently
• Workplace activity (what is going on in the office)
• Reactions to events taking place in the office
• How classroom concepts are applied in the work environment
• What you are learning from the experience

Important note: Please submit your journals comprehensively with the most recent week’s entry as the first entry in the document, followed by the previous weeks’ submissions. By the end of the semester, you should have one comprehensive journal entry document with all your entries included. Please see the sample at the end of this syllabus as an example.

2. Summary report: Overseas interns are expected to write an 8-10 page summary report on the country in which the firm is located. The country report should describe the firm, the industry and the business environment of the country. The description of the business environment should include sections on the politics (include descriptions of bribery and corruption (see http://www.transparency.org/ and other sites; and political risk), the country’s economy, and its business culture. When describing the business culture, please include examples specific to your experience.

It is submitted to the Instructor via the OAKS drop-box and is due within one month of completion of internship.

Grading and College Credit: The Internship Course requirements are weighted as follows for assignment of final grade and credit:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journals</td>
<td>65%</td>
<td>Due every Monday (beginning September 3rd)</td>
</tr>
<tr>
<td>Special project and report</td>
<td>35%</td>
<td>Due within one month of completion of internship</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

During the course, any problems having the potential to cause failure to achieve the objectives of the course must be reported to the Instructor as soon as practical. Failure to keep the Instructor informed of potential problems may result in reduced grade assignment or failure of the Internship course. Late assignment submissions will result in a deduction of points.

Grades: Course grades will be computed as follows:

A  94 – 100  C+  77 – 79  D-  60 – 63
A-  90 – 93  C   74 – 76  F   0 – 59
B+  87 – 89  C-  70 – 73
B  84 – 86  D+  67 – 69
B-  80 – 83  D   64 – 66

Honor Code: The College Honor Code will guide the behavior of each student. Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception.

**Special Note:** Misrepresenting the work you are doing with your Experience Provider in journal entries, final papers, etc. equates to academic dishonesty. Such cases will be brought before the Honor Board.

**Issues:** It rarely happens, but sometimes there are “issues” associated with internships. *If at any time you have an issue with the internship, contact your faculty supervisor or internship coordinator as soon as possible.*
Weekly Journal Entries Sample

Name: Bob Jones
Experience Provider: Wilson and Sons Sportswear
Company Supervisor: Tim Wilson
Week of: December 1
Hours worked for the week: 12
Hours worked to date: 115

Over the course of the last week I watched my office responsibilities grow and was able to participate in several different projects. I feel as though this change in responsibilities comes as a result of my employers realizing I am capable of more complex tasks.

This week I was assigned the task of designing two new questionnaires, one for individual clients and the second for businesses. These questionnaires were comprised of personal questions that ranged from favorite sports teams to children’s names, in an effort to make the clients relationship with their financial advisors more personable. Following this section were questions about their financial plans, expectations and goals. I had a basic template to work from but I found my marketing research class to come into great help in the design of the questionnaire. It helped me with determining the appropriate structure, the use of skip patterns, and just general flow. My supervisor was very impressed with my work so I would say that the class prepared me for tasks similar to this.

Name: Bob Jones
Experience Provider: Wilson and Sons Sportswear
Company Supervisor: Tim Wilson
Week of: November 25
Hours worked for the week: 11
Hours worked to date: 104

This week we worked on the marketing plan, identifying the target audience. The methodology was similar to what I learned in MKTG 302. In class, we spent a lot of time on identifying demographic data. At Wilson and Sons Sportswear they rely more on psychographic data than on demographic data and gather the information through one-on-one interviews.

The target market profile is men who make between $25 and $40,000 a year, attend three sporting events a month, vote Republican and own a home. After we determined the target market profile, I called area media outlets and asked for a media kit. I remembered from my advertising class that the media kits contain audience profiles. Next week, I will make a recommendation on what local media outlets will best reach the target market.
This week I was given access to corporate revenues. I learned how to read a balance sheet in ACCT 203, and with some help from my supervisor in interpreting the data, noticed that the revenue for the men’s sportswear line had declined almost 27% from past quarter. I asked Tim about this, and he said he didn’t know why the men weren’t shopping with Wilson and Sons Sportswear any longer.

He asked me to put together some recommendations on how to reach the male audience. In MKTG research, we learned about observational research methods. I spent the remainder of the week on the sales floor looking at the shopping habits of the male customer – how many male customers were in the store per hour, what section they spent the most time in, what sections they avoided, etc. I will compile my findings and present to Tim next week.