

CEDARVILLE UNIVERSITY

Business Internship

BUS. 3450

Syllabus

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Office Hours: By appointment

Course Description:

The internship program is designed to turn your education into action. When the internship is completed, the student will be able to:

- Identify real world business skills that are needed for success
- Recognize the importance of Christian faith and ethics in a business setting
- Integrate classroom theory and learning into a business setting
- Analyze corporate culture
- Develop a professional business network
- Identify areas of business that are personally fulfilling

Credit

1 hour – 12 hours

Assignments and Grading

| | |
|---------------------------|-------------|
| Learning Objectives | 5% |
| Online Assignments | 20% |
| Mid-Internship Evaluation | 15% |
| Final Evaluation | 15% |
| Self Evaluation | 15% |
| Analysis Project | 30% |
| TOTAL | 100% |

Learning Objectives

Please prepare a short paper (two pages) explaining the business, your position and your personal learning objectives. The paper should include these subjects:

- Business Description
- Supervisor Information
- Five Personal Learning Objectives
- Evaluation Methods for Learning Objectives (one for each learning objective)
- Personal Networking Goals
- Due: At Registration

Online Assignments

There are four online assignments that are due throughout the semester. Each assignment should be at least three pages, written in Word and submitted online as an attachment to the e-mail address above. Each assignment is due on time. Your work will be kept confidential.

- 1 Please analyze your company's corporate culture. Your paper should include answers to the following questions. Is the business employee friendly? Is the business faith friendly? Is the business a learning environment? Were you well trained for your position?
- 2 Please analyze your company's customer service. Your paper should focus on the customer and how your company understands customer's needs, how the company meets customer needs and how the company communicates with customers.
- 3 Please analyze your company's human resource management practices. Your paper should focus on important skills that are necessary for your job, training practices in place, benefits available to employees and growth opportunities within the company.

- 4 Please analyze your company's competitive advantage. Your paper should include the key factors that make your company successful in the market place. Please identify the five most important success factors that give your company a competitive advantage.

Mid-Internship Evaluations

Your supervisor will complete a mid-internship evaluation of your performance.

Site Visit

Please talk to your supervisor and communicate what days of the week would be most convenient for a site visit. The purpose of the visit will be to meet your supervisor, network with the individuals at your company, see your work environment first hand, and seek to understand your job and your work.

Final Evaluation

Your supervisor will complete a final evaluation of your performance.

Self Evaluation

The purpose of the self evaluation is to assess your accomplishment of your learning objectives, to provide feedback to the business faculty and to solidify your experience. The self evaluation will be sent to your CU e-mail address near the end of the semester. Please answer the questions and send it back to leblancj@cedarville.edu.

Business Analysis Project

Your report should be at least 10 pages in length. Your report should be presented in a professional manner. The report should synthesize your work, your learning and your faith into a meaningful work experience presentation and provide a clear overview of your internship experience.

- Business description
- SWOT analysis (10 bullet points per category)
 - Internal analysis
 - ❖ Strengths
 - ❖ Weaknesses
 - External analysis
 - ❖ Opportunities
 - ❖ Threats
- Market share analysis and possible opportunities for growth
- Customer needs and company solutions
- Competitive pressures and opportunities
- Challenges to your faith and ethical considerations
- Recommendations for the future (from the perspective of the CEO)

Grading Policy:

As in business, each assignment is required to be completed at the proper time. Late assignments will not be accepted. The grade will be credit or no-credit.

Schedule

| Deadlines | | | Assignment |
|-----------|---------|---------|--------------------------------|
| Spring | Summer | Fall | |
| Feb 9 | May 12 | Sept 29 | Learning Objectives |
| | | | Site Visit Scheduled |
| Mar 1 | June 1 | Oct 6 | Corporate Culture Analysis |
| Mar 29 | June 15 | Oct 20 | Customer Analysis |
| Apr 12 | June 30 | Nov 3 | Human Resource Analysis |
| Apr 26 | July 15 | Nov 17 | Competitive Advantage Analysis |
| May 1 | Aug 1 | Dec 1 | Business Analysis Project |