

BA 396 – Graduate Internship in Marketing Management

Course Syllabus

Course Description:

Internship of work experience in the field of concentration with evaluation by the employer and an academic advisor; a detailed report of the work to be submitted for grading (3 units).

Prerequisite: Records Office Permission

Grade: CR or NC only

Course Learning Outcomes:

1. Demonstrate the mastery of completed MBA coursework in the concentration area.
2. Application of academic learning to the practical problems and situations of a business workplace.
3. Training in professional report writing under supervision.
4. Development of professional-level problem assessment skills, with experience in making professional recommendations.

Assessment is based on the internship report.

The selected internship position should be related to the student's area of concentration and should allow student to study the business from a manager's position. The student chooses the advisor who has work experience in the related field or teach related courses. The selected advisor will supervise the writing of the report submitted at the completion of the internship period. The grade for this course is given based on student's internship report and the evaluation document submitted by the student's work supervisor.

The below internship report format will be used by faculty advisor to assess student's managerial competencies and issue a grade for the course:

- Title Page
- Internship supervisor letter (employer)
- Table of Contents
- Table of Figures/Tables/Etc. if appropriate
- Section I: Introduction
 - a. Focus of the report
 - b. Description of the industry or field
 - c. Industry background and history
 - d. Company description and background
- Section II: My Role in the Company
 - a. Responsibilities
- Section III: Findings and Recommendations
- Bibliography
- Appendices

Procedures and Requirements:

1. During the initial registration, students taking this course should submit the following documents to the Records Office:

A). A **Job Offer Letter*** from the host organization with the name, title, full contact information, and signature of a person responsible for hiring in the company;

B). Completed **Agreement for Internship*** signed by the work supervisor and the LU faculty advisor.

***NOTE:** The **Job Offer Letter** and **Agreement for Internship** form must be submitted within 30 days after the classes begin. Failure to submit these documents at appropriate time may result in cancellation of the internship.

2. During the internship terms, students should submit the **Progress Form*** to the Records Office twice at the appropriate times (described in the form), filled in and signed by the LU faculty advisor. (*The form is available at the Records Office.)
3. The extension of the internship to the second term is allowed only if at least 60% of the work has been completed at the end of the initial internship term. If the achieved percentage is less than 60%, a grade **Y** (no basis for grade) or **NC** (no credit) will be given for the internship course. In such cases, students wishing to continue the internship in the subsequent academic term will have to re-register the course in that term.
4. If the students change either the internship employer (company) or LU faculty advisor, they must re-register the course as stated above in 3.
5. If the achieved percentage is 60% or above in the first internship term, and if the student wishes to continue working with the same employer and LU faculty advisor, the course can be extended for one additional term with 1 unit.
6. If the internship is continuing with the same company and the original job offer did not specify the expiration date of the work, a new job offer letter is not required for the next term with the student's personal statement declaring that it is the same company internship.
7. The **Intern's Evaluation** form should be submitted to the Records Office after completion of this course.

Graduate Internship Advisor List

<i>BA 391 (International Business)</i>	<i>BA 392 (Finance Management and Investments)</i>	<i>BA 393 (General Business)</i>	<i>BA 394 (Human Resources Management)</i>	<i>BA 395 (Management Information Systems)</i>	<i>BA 396 (Marketing)</i>
Dr. Sergey Aityan	Dr. Sergey Aityan	Dr. Sergey Aityan	Dr. Arthur Ashurov	Dr. Sergey Aityan	Dr. William Hess
Dr. Alexander Anokhin	Dr. Marshall Burak	Dr. Alexander Anokhin	Dr. Pete Bogue	Dr. Harpal Dhillon	Dr. Ken Germann
Dr. Arthur Ashurov	Dr. Aharon Hibshoosh	Dr. Arthur Ashurov	Dr. Marshall Burak	Dr. Walter Kruz	Dr. Aharon Hibshoosh
Dr. Pete Bogue	Prof. Albert Loh	Dr. Pete Bogue	Dr. Ken Germann	Dr. Miron Yoffe	Dr. Igor Himelfarb
Dr. Marshall Burak	Dr. Gary Mingle	Dr. Marshall Burak	Dr. Mike Guerra		Dr. Alexander Anokhin
Dr. Harpal Dhillon	Prof. Dan Sevall	Dr. Harpal Dhillon	Dr. William Hess		
Dr. Ken Germann	Dr. Miron Yoffe	Dr. Ken Germann	Dr. Igor Himelfarb		
Dr. Mike Guerra		Dr. Mike Guerra	Dr. Tesfaye Ketsela		
Dr. Aharon Hibshoosh		Dr. William Hess	Dr. Walter Kruz		
Dr. Igor Himelfarb		Dr. Aharon Hibshoosh	Prof. Albert Loh		
Dr. Tesfaye Ketsela		Dr. Igor Himelfarb	Dr. Richard Rachlin		
Dr. William Musgrave		Dr. Tesfaye Ketsela			
Dr. Richard Rachlin		Dr. Walter Kruz			
Dr. Allan Samson		Prof. Albert Loh			
Dr. William Musgrave		Dr. William Musgrave			
Prof. Dan Sevall		Dr. Allan Samson			
Dr. William Hess		Prof. Dan Sevall			
		Dr. Miron Yoffe			

APPENDIX. Program and Institutional Learning Outcomes.

Institutional Learning Outcomes (ILOs)	
<i>MBA Graduates of Lincoln University should be able to:</i>	
1b	Recognize and be able to work with the components of reasoning and problem solving; understand concepts, assumptions, purpose, conclusions, implications, consequences, objections from alternative viewpoints, and frame of reference.
2b	Gather and assess relevant information, using abstract ideas to interpret it effectively; to develop well-reasoned conclusions and solutions, and test them against relevant criteria and standards
3b	Be exemplary business professionals and try to ensure that the products of their efforts will be used in socially responsible ways, will meet social needs, and will avoid harmful effects to health and welfare
4b	Lead by example in order to create highly collaborative organizational environment, and be able to develop and use strategies to encourage employees at all organizational levels to do the same.
5b	Set goals and have a vision of the future. The vision should be owned throughout the organization. As effective leaders, they should habitually pick priorities stemming from their basic values.
6b	Continually look for, develop, and offer new or improved services, and be able to use original approaches when dealing with problems in the workplace.
7b	Demonstrate fluency in the use of tools, technologies and methods in the field. They should know how to evaluate, clarify and frame complex questions or challenges using perspectives and scholarship from the business discipline.

Program Level Outcomes (PLOs)	
<i>Students graduating our MBA program will be able to:</i>	
1	Develop and exhibit applied and theoretical knowledge in the field of management and business administration
2	Use theoretical knowledge and advanced problem-solving skills to formulate solutions and identify risks in the following fields: international business, finance management, general business, human resources management, management information systems, marketing management
3	Communicate within a highly specialist environment that allows the presentation of critiques of complex strategic matters
4	Demonstrate autonomy, creativity, and responsibility for managing professional practices
5	Demonstrate leadership and set strategic objectives for team performance
6	Identify ethical issues/problems in business organizations and reach decisions within ethical framework

Syllabus Updated: 08/16/2017