

Lincoln University

BA 398 – MBA INTERNSHIP REPORT GUIDELINES



MBA Completion Options

An MBA candidate may complete the degree program by writing an MBA research project (a minimum 3.2 GPA or the Program Director's permission is required for this option) OR a report of a graduate internship assignment. These activities result in a project defense or an oral presentation of the report in front of a graduate committee. The project's topic and the choice of employment for the internship must be related to the student's area of concentration and be approved by an advisor and the Program Director or the Chief Academic Officer.

An MBA candidate may choose to complete the program with a Comprehensive Examination in front of a graduate committee in lieu of the project or internship report. Students not qualifying for the research or internship options (GPA below 3.2, no permission from the Program Director, and no relevant employment) are required to take an extra 3-unit elective graduate course and the Comprehensive Examination. The program is completed with one of the following:

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BA	399	MBA Research Project	3
BA	—	Elective Graduate Course and Comprehensive Examination	3

Total Required for the MBA Degree 36 Units

Required for the MBA Degree with a Foundation or an Internship up to 54 Units

Course Description (BA 398)

A written report analyzing the work must be submitted upon completion of the assignment and presented to a committee in the form of proposal to improve the related business activity. The employment must be directly related to the student's area of concentration and faculty approval is required. The employer provides an evaluation of the work, and the student should regularly confer with the faculty advisor who grades the report. (3 units)

Prerequisite: During the last semester of the coursework, or after completion of the coursework

Grade: CR or NC only

Learning Objectives (all four must be satisfied)

1. Demonstration of the mastery of the MBA coursework in an area of concentration.
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.

Criteria for Grading and Assessment

The internship report shall have three components: descriptive, analytical, and documentary. Each of these components must be complete. The analytical component will be weighted as 50% of the grade for the report, with the descriptive and documentary components each weighted as 25% of the grade for the report. A grade of **CR or NC only** will be given. A conditional passing grade may be assigned

by the committee. The completed written report must be presented to the committee before any credit will be awarded.

Components of Report

Descriptive Component

The report's descriptive component should introduce the report and be brief in relation to the central, analytical component of the work.

These questions should be addressed in the introductory descriptive summary: What is the background and specific business of the company and/or department in which the internship was performed? What work was performed for the company? What was the intern's job title? What was the intern's work schedule? What were the internship duties, work assignments, and projects completed? Why/how were these tasks important to the organization? Why were they assigned? Why are they significant? What courses completed at Lincoln University were the most or the least applicable to your internship? What distinctions between your classroom education and the internship experience would you make? Did the internship make good use of your technical background? Finally, how did the internship contribute to your career goals? The Faculty Advisor may require additional descriptive text.

Analytical Component

The analytical component, the major focus of the report, requires the student to address a specific topic, subject, issue, question, or problem related to the work of their internship placement. This topic may be based on the work assigned to the student by the internship supervisor or on an additional analysis of an issue related to the internship. This topic must be selected in consultation with the Faculty Advisor by the end of the first month of the internship.

The analytical component should relate academic knowledge to practical experience. Its purpose is to help the student develop written and analytical skills. The student will not only gather information but interpret, organize and present it clearly and understandably. Whatever style of analysis is undertaken with the approval of the Advisor, the analytical component must conclude with specific practical recommendations related to the matter analyzed.

Documentary Component

All documentation necessary to demonstrate the fulfillment of all university and workplace requirements should be attached to the report. This should include a copy of the original internship proposal as well as any assessment made of student work by student or others, especially if student was given a formal written evaluation. A record of hours worked should be included. Samples of work completed during the internship may be included. A brief entry log of meetings or other communication with supervisors, mentors, advisors, and colleagues relevant to the internship report should be appended. Documentation that the internship supervisor has received a draft copy of the internship report and an opportunity to comment should also be attached. The faculty advisor may require other documentation.

Additional Requirements

Style Standards

All written work submitted to Lincoln University must conform to the APA Style (www.apastyle.org), unless another style is approved by the Faculty Advisor.

The *MBA Thesis Manual* is available for download (pdf) from the LU website:

<http://www.lincolnuca.edu/studentlife/researchassist>

Proprietary Information

Only use the name, or other identifying information, of the business or agency where the internship was completed in the written report with the permission of the internship workplace supervisor. Proprietary information must at all times be respected. In case of any doubt, the student should consult the Faculty Advisor before any distribution of the report.

Intellectual Property

All references to or use of any published or unpublished work of another person in the internship workplace or from any other professional or other source must be fully attributed. All quotations should be brief, minimal, necessary, and fully attributed. Reports will not be accepted that fail to meet this professional requirement and a failing grade may be assigned in cases of plagiarism.

BA 398 – MBA Internship Report

List of Recent BA 398 Report Titles Available at the LU Library

1. Analyzing and Improving Operations and Marketing Strategies at My Thai 2 Restaurant
Author: Worachai Tungsawangwong
Fall 2013
2. Internship Report on S.F. Gift Center, Inc.
Author: Jiali Xie
Spring 2013
3. The Analysis of Processes in Sales and Marketing Office of Natural Comfort Company
Author: Lu Xu
Spring 2013
4. Onsite Linguistic Project Manager
Author: V-Salute Thaotrakool
Summer 2013
5. Business and Financial Analysis of Blen Corp, Inc.
Author: Mignote Hailu Tuffa
Spring 2013
6. Wal-Mart Data Center Internship Program
Author: Ranjeth Paulson
Spring 2013
7. Business Objects in Consulting Industry
— Internship at International Solution Sources, LLC
Author: Zhiqiang He
Fall 2013
8. Osha Thai Restaurant & Bar
Author: Tawatchai Eiamsangjan
Spring 2013
9. Personal Banker at Wells Fargo Bank
Author: Gertrude Effah-Kyere
Summer 2013
10. Creating Business Proposal for Company Profile
Author: Erkan Cakir
Spring 2013