

## Academic Internship Course Syllabus

**Purpose:** The Marriott School encourages all students to add value to their academic education with an internship related to their major. As students receive hands-on work experience within the internship, they are able to assess their interests, gain confidence, and develop professional skills. Many students have found that internships are the best route to full-time employment following graduation.

### Course Requirements:

- A. For **one** credit hour:
  1. Submit one detailed journal entry each week for the duration of the internship.
  2. Submit student evaluation and employer appraisal by the end of the internship.
  3. Complete at least 45 hours of work.
  
- B. For **two** credit hours:
  1. Submit one detailed journal entry each week for the duration of the internship.
  2. Submit one report by the **first day of final exams**.
  3. Submit student evaluation and employer appraisal by the end of the internship.
  4. Complete at least 90 hours of work.
  
- C. For **three** credit hours:
  1. Submit one detailed journal entry each week for the duration of the internship.
  2. Submit Company report by **midpoint** of internship.
  3. Submit second report by **first day of final exams**.
  4. Submit student evaluation and employer appraisal by the end of the internship.
  5. Complete at least 135 hours of work.

**Assignments:** All work must be submitted on time to receive full credit. Any late work will **not** be accepted, **please be aware of deadlines:**

- Please check the academic calendar to ensure your awareness of the last day of class: <http://saas.byu.edu/calendar/>

If an employer gives an **unsatisfactory appraisal** at the conclusion of the internship, the student's grade will be reviewed. The student will then be required to meet with the head of the internship department.

### Course Assignments:

1. Weekly Journal Entries

**At the official start date of your internship course, you will begin submitting one journal entry at the end of each week (Sunday – Saturday) no later than Saturday by 11:59 PM (MST).**

Use the link in blackboard to submit each weekly journal entry. Reflect on your experience, make note of insights and learning gained each week. State how you have used classroom learning in your internship, and your progress on weekly goals. Include comments on networking opportunities, projects, executive visits, and mentoring experiences. It is also important to record the amount of hours worked. **Each journal entry should provide detailed answers, and have at least three sentences for each question. Incomplete Journal Entries may have points deducted.**

**IMPORTANT:** If for some reason you miss a journal entry you must e-mail the internship office [msm\\_internship@byu.edu](mailto:msm_internship@byu.edu) and we will schedule an appointment to meet with you to discuss your options.

Any missing journal entries will result in a failing grade for the course, please make sure you fulfill this easy requirement.

2. 1 of 3 Options: Company Report, Executive Interview Report, or Final Project Report

A. Company Report

(Title the report in the format of "Last name, First Name – CR" and email it as a Word document to [msm\\_internship@byu.edu](mailto:msm_internship@byu.edu))

**This assignment should be completed no later than the midpoint of your internship.** Reports are to be **5 - 8 pages in length (excluding pictures and creative formatting)**, double-spaced, 12 pt. Times New Roman font, and have 1" margins. Graphs and photos may be included, but they will be deducted from the total page count. For each section of the paper you are encouraged to write headings, preferably with the appropriate headings we provide you in the rubric below. However, you are allowed only one line of text for each heading, so any spacing above or below the heading will be deducted from your total page count.

The purpose of this paper is to help you gain knowledge about your sponsor employer and better prepare you for a more meaningful internship experience. It should also help you realize if you would want to work for your experience provider once you have graduated, and if so, how to prepare for that future employment. It should address the following criteria as they pertain to the company. The numbers to the right of the headings indicate the point value for each section.

Although, you will be doing research on your company, this report must be your own work. Please refer to the plagiarism section at the end of the syllabus if you have any doubts as to what constitutes plagiarism.

Note: Students that have completed a company report for the firm he/she is currently interning with in a prior semester or term will complete an executive interview in the place of this assignment. 3

<b><i>Company Report: Grading Rubric</i></b>	
<b>History/Background</b>	10
<b>Products/Services</b>	
<b>Pricing</b>	10
<b>Promotion</b>	10
<b>Target Market</b>	10
<b>Financial Strength</b>	10
<b>Human Resources</b>	
<b>Benefits</b>	7.5
<b>Career Opportunities</b>	7.5
<b>Company Organization</b>	10
<b>Future Plans</b>	10
<b>Conclusion</b>	10
<b>Grammar, Punctuation, Spelling</b>	5
<b>TOTAL</b>	<b>100</b>

[Explanation of Company Report Guidelines](#) (PDF)

Note: If the company report does not apply to your internship, you can make a proposal for a different report to satisfy this requirement.

**B. Executive Interview Report**

(Title the report in the format of "Last name, First Name – EIR" and email the report as a Word document to [msm\\_internship@byu.edu](mailto:msm_internship@byu.edu))

This assignment should be a detailed review of one or more visits with a company executive. Students should prepare an outline of questions to discuss in the interview.

Questions asked should typically pertain to the executive's career path, business philosophy, advice for achieving success, critical decisions or actions that made a difference in the company, advice in balancing family life and business, leadership styles, and future plans for the company. Discuss their successes and failures, and their "hindsight" gained from these experiences.

- a. **This paper is to be a well written report in your own words, not a list of questions and answers. At least half of the report should be your own reflections and thoughts about what you learned from the executive interview, and how it may be helpful in your professional career.**
- b. **The Executive Interview Report has the same formatting guidelines as the Company Report. It must be 5 - 8 pages, double-spaced, and organized with section headings to facilitate easy reading, to provide a quick review of what you learned. The Executive Interview will be graded with the following rubric.**

<b><i>Executive Interview Report: Grading Rubric</i></b>	
<b>Growth and Knowledge Gained</b>	25
<b>Skills Learned</b>	25
<b>Skill Application (from classroom knowledge to workplace experience)</b>	25
<b>Readability</b>	15
<b>Grammar, Punctuation, Spelling</b>	10
<b>TOTAL</b>	<b>100</b>

**C. Project Report**

(Title the report in the format of “Last name, First Name – PR” and email the report as a Word document to [msm\\_internship@byu.edu](mailto:msm_internship@byu.edu))

This report is the equivalent of your final exam for this class and is due by the last day of classes for the semester or term in which you are enrolled.

- a. **This assignment may be prepared as a written report OR as a PowerPoint presentation. It should focus on one of your projects, or a compilation of projects, you were assigned to during your internship. Include comments about knowledge and skills you gained from the internship, and your application of on-the-job and classroom learning.**
- b. **The Final Project Report has the same formatting guidelines as the Company Report. It must be 5 - 8 pages, double-spaced, and organized with section headings to facilitate easy reading, to provide a quick review of what you learned. The Final Project Report will be graded with the following rubric.**

The PowerPoint presentation should be 15 minutes in length. Please contact the Internship Office to schedule a presentation time to meet with an internship advisor.

<b><i>Project Report: Grading Rubric</i></b>	
<b>Growth and Knowledge Gained</b>	25
<b>Skills Learned</b>	25
<b>Skill Application (from classroom knowledge to workplace experience)</b>	25
<b>Readability</b>	15
<b>Grammar, Punctuation, Spelling</b>	10
<b>TOTAL</b>	<b>100</b>

## **Plagiarism**

For this course any form of plagiarism is unacceptable. Any papers found to be plagiarized, in any form, will result in a failing grade for the course.

(An excerpt from the BYU honor code)

Intentional plagiarism is a form of intellectual theft that violates widely recognized principles of academic integrity as well as the Honor Code. Such plagiarism may subject the student to appropriate disciplinary action administered through the university Honor Code Office, in addition to academic sanctions that may be applied by an instructor. Inadvertent plagiarism, whereas not in violation of the Honor Code, is nevertheless a form of intellectual carelessness that is unacceptable in the academic community. Plagiarism of any kind is completely contrary to the established practices of higher education, where all members of the university are expected to acknowledge the original intellectual work of others that is included in one's own work. In some cases, plagiarism may also involve violations of copyright law.

*Intentional Plagiarism:* Intentional plagiarism is the deliberate act of representing the words, ideas, or data of another as one's own without providing proper attribution to the author through quotation, reference, or footnote.

*Inadvertent Plagiarism:* Inadvertent plagiarism involves the inappropriate, but nondeliberate, use of another's words, ideas, or data without proper attribution. Inadvertent plagiarism usually results from an ignorant failure to follow established rules for documenting sources or from simply being insufficiently careful in research and writing. Although not a violation of the Honor Code, inadvertent plagiarism is a form of academic misconduct for which an instructor can impose appropriate academic sanctions. Students who are in doubt as to whether they are providing proper attribution have the responsibility to consult with their instructor and obtain guidance.

Examples of plagiarism include:

- *Direct Plagiarism:* The verbatim copying of an original source without acknowledging the source.
- *Paraphrased Plagiarism:* The paraphrasing, without acknowledgment, of ideas from another that the reader might mistake for your own.
- *Plagiarism Mosaic:* The borrowing of words, ideas, or data from an original source and blending this original material with one's own without acknowledging the source.
- *Insufficient Acknowledgment:* The partial or incomplete attribution of words, ideas, or data from an original source.

Plagiarism may occur with respect to unpublished as well as published material. Acts of copying another student's work and submitting it as one's own individual work without proper attribution is a serious form of plagiarism.

### 3. Evaluations

Complete the Student Evaluation at the end of your internship via intern login on our homepage, and assume responsibility for having your supervisor complete the Employer Appraisal, which can be found as a link, on the Marriott School Internship home page ([www.marriottschool.byu.edu/internship](http://www.marriottschool.byu.edu/internship)).

#### 4. Optional Internship Picture & Quote

This is not used for your grade, but choosing to submit these items gives us an opportunity to tell other employers and students about your internship.

Submit an email to [msm\\_internship@byu.edu](mailto:msm_internship@byu.edu) and include your name, date, and the organization's name. In the body of the email type a descriptive quote about your internship experience. Attach to this email a scanned photograph in JPEG format (.jpg) preferably one showing you on the job. These will be used for advertising internships in the Marriott School.

### **Grading**

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All assignments and points can be found on Blackboard.

Grades will be determined by total percentage of points earned, according to the grading scale listed below:

#### **Grading Scale**

95 – 100	
90 – 94.9	
85 – 89.9	
80 – 84.9	Pass
75 – 79.9	(P)
70 – 74.9	
65 – 69.9	
60 – 64.9	
55 – 59.9	Fail
50 – 54.9	(E)
45 – 49.9	
0 – 44.9	