



THE UNIVERSITY of NORTH CAROLINA
GREENSBORO

Joseph M. Bryan School of Business and Economics
Master of Business Administration Program

MBA 742 – ORGANIZATIONAL INTERNSHIP

Summer 2014

Professor of Practice: J. Richard Browne, MBA

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Office Hours: By Appointment

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Required Texts: *None*

Purpose: MBA 742 is the required internship experience course that takes place between the summer of the first and second years in the day MBA program. Students will engage in project based work with an organization and have the opportunity to apply the knowledge acquired in their first year studies. Each student will work closely with Darlene Broadhurst in the Bryan Career Services & Internship Programs Office to find an internship opportunity.

Course Requirements: Final grades are based on the quality of the goals and objectives memo, the strategy overview, the reflection paper, the final written report and the evaluation of the supervisor. The relative weights given to each component and the resulting course grades are as follows:

Point Attribution

Report on Internship Form & Goals & Objectives Memo	50
Background and Strategy Overview	150
Reflection Paper	50
Supervisor Evaluation	300
Final Written Report	350
Final Presentation	100
Possible Points	1,000

Grade cut offs

A \geq 900, A- \geq 870, B+ \geq 830, B \geq 800, B- \geq 770, C+ \geq 730, C \geq 700, F<700

Point Component Explanation

Please note, all papers listed should be submitted on Blackboard to the appropriate folder in the assignments section in a Word document format. Notes will be made using the review function and graded papers returned via Blackboard. All papers, unless otherwise noted, should include a cover page and reflect a collegiate level executive writing style and formatting, including the correct citation of information sources.

Any papers submitted after the due date may not be graded or will have points deducted at the Professors discretion.

The following criteria will apply to grading:

A: Work that demonstrates not only a clear understanding of the material under study, including material from all prior and concurrent courses, and also a superior ability to utilize that material. All criteria are met. The students' work goes beyond the task and contains additional, unexpected or outstanding insights or other features.

B: Work that demonstrates a good understanding of the material under study, including material from all prior and concurrent courses, and utilizes the material well. The students' work meets the expected criteria with few errors or omissions.

C: Work that demonstrates a minimal understanding of the theory, application and/or concepts, uses some relevant material. Work products may not address one or more of the expected criteria for Masters level work or does not accomplish what the client asked. Participation is below expectations.

F: Work that is incomplete, inappropriate and/or shows little or no comprehension of the material taught through out the MBA program. Failure to participate or limited participation in the analysis, preparation and/or presentation of the work product or other team and project activities.

Goals and Objectives Memo

As discussed below, the appropriate form along with a memo describing the learning goals and business objectives of the internship must be submitted to Darlene Broadhurst (debroadh@uncg.edu) and Richard Browne (jrbrowne@uncg.edu) via email by May 2 5 P.M.. It is expected that the memo be of professional quality, grammatically correct and provide a clear explanation of your learning goals and business objectives for the experience. **It is recommended that you speak with your internship supervisor to discuss your goals and objectives prior to turning in the memo.** If you need other assistance with your goals and objectives, please meet with Darlene Broadhurst. A copy of the memo template is on Blackboard. Please use this template to submit your memo.

Background and Strategy Overview:

Two weeks following the start of the internship, the student will submit a written report summarizing the background of the company, their current overall strategy and the assignment the student will be taking on for the summer. This document should target five pages in length

and is expected to be a high level overview. The paper will be due on the Friday of the second week by 8:00pm.

In general, on strategy the issues that should be covered are what changes are happening that impact the company and how are they responding; what do they do that differentiates them and how do they protect this advantage; what are their greatest risks/opportunities. These are the elements I look for in a very strong paper.

Reflection Paper

Five weeks after the start of the internship, a reflection paper will be due. This paper should be related to experiences or observations you have during the internship. Topics could include company culture, management styles, opportunities for company improvement, company communications and challenges you are presented with in executing your work. A good paper will address how your experiences have effected your thinking about your career, your work style and personal objectives and effectiveness. This paper should target three pages in length. The paper will be due on the Friday of the fifth week by 5:00pm.

Supervisor Evaluation

The supervisor will complete a form indicating the performance of the student from the basics such as showing up on time to the specifics of completing the projects as assigned.

Written Report

The final written report will be due August 1. It should cover company background and strategy, summarize the technical discipline the student is operating in, and then provide a summary of the specific project(s) the student has been involved in. A good paper will contain insights on what the student has learned regarding both business and themselves.

The target length is ten pages. This length should allow you to sufficiently address the points requested. In business writing, brevity is an important skill that you should work to cultivate. Often the quality of your written or verbal presentation will have as much, or more, impact on your accomplishing your goals than the actual content. Please use this paper as an opportunity to challenge yourself to write effectively and efficiently.

Faculty And Student Guidelines: The faculty and students in the course are expected to adhere to the faculty student guidelines stated at the following web page:
http://www.uncg.edu/bae/faculty_student_guidelines.pdf

Final Presentation

A date will be scheduled for the class to meet to share experiences from their internships. Each student will be expected to give a five-minute presentation discussing key learning's, how their work related to their graduate studies, and how the experience will help their careers.

Course Timelines

- Please meet with Darlene Broadhurst on a regular basis to identify areas of interest for summer internships. It is important that you are actively engaged in the internship search process, and meet with Darlene regularly to update her on your progress and discuss search strategies, especially if you are having trouble identifying internships and/or companies of interest.
- By May 9, summer internships should be identified and negotiated with the companies. Please complete the “Report an Internship” form prior to the start of your internship and the memo explaining the purpose of the internship, and your goals and objectives for the experience. –A soft copy of the memo template is attached for your use. Please submit both documents by email to Darlene Broadhurst and Richard Browne.
- International students please check <http://www.uncg.edu/ipg/cpt.html> for information regarding your work status in the US. You may not start at a paid internship off campus until you are cleared for Curriculum Practical Training (CPT) by the International Programs Office. Please see Tuisha Fernandes to ensure all required paperwork has been completed.
- Summer internships should begin between May 12 and June 9, 2014. You may start your internship prior to May 13 unless you are an international student.
- All assignments and final written reports for summer internships must be completed no later than August 1st. Internships may continue into the fall semester if mutually agreed upon by the intern and the employer. International students must earn academic credit during the fall semester if continuing the internship in the fall. Speak to Tuisha Fernandes if this situation comes up.
- The final presentations are currently scheduled for August 18th. All students should plan on presenting and attending the sessions as per information that will come out closer to the presentation date.

Confidentiality: Students are expected to understand and respect that they may be exposed to company confidential material during their internship. It is important for both the students and the school that any material that a reasonable person would view as confidential be treated as such.

Due Dates: Any papers submitted after the due date may not be graded or will have points deducted at the Professors discretion.

Blackboard and Electronic Communications: A number of course documents, including course lecture slides and readings, will be posted in Blackboard. Typically an electronic communication will be sent to the class indicating that a new posting has been made. Having access to and frequently checking Blackboard will be important to your success in this course.

Email Communications: For purposes of this course I will assume that you check your UNCG email daily. Thus I assume you will be aware of any communications or requests sent at least 24 hours prior to our class meetings.

Office Hours: The instructor will not have posted office hours, but will be available for meetings as requested. **The best contact method is through email.**

ACADEMIC INTEGRITY POLICY: Personal standards of integrity are critical to success in both the business and personal phases of your career. I have zero tolerance for ethical violations and will fully pursue solutions as offered by the schools policies.

Each student is required to sign the Academic Integrity Policy on all major work submitted for the course. The Academic Integrity Policy can be found at:
<http://sa.uncg.edu/handbook/academic-integrity-policy/>.

Summary Notes

The summer internship is a real job. You are expected to conduct yourself in a professional manner as a representative of the Bryan School. The experience will be important for finding a permanent position following graduation. Use the opportunity to test your interest in the industry and the particular company. Talk to as many of your co workers as possible and get to know the culture of your host organization.

- The instructor will not have posted office hours, but will be available for meetings as requested. **The best contact method is through email.**
- A rule of thumb is that graduate students should spend 3 hours a week for every 1 hour of class time. While MBA 742 has no class time, it is a three credit-hour course. A minimum of 180 hours must be devoted to this course to receive credit. The 180 hours should be actual work time at the company. Time spent writing the paper is not included in the 180 hours. I encourage you to exceed the minimum requirements for hours worked at the company. **Please note that your internship work schedule and end date should be decided upon between you and the employer. If you complete your 180 hours, it does not mean your internship is over.**
- Please note that all work product and research should be treated as proprietary and confidential.
- Your internship supervisor will be contacted during the summer to provide feedback on your internship performance. Please make sure that your supervisor is aware of this and that they will be willing to provide feedback.

Finally, there is a need to recognize that a successful project can contribute to building the value of the Bryan MBA **brand**. MBA 742 gives you the opportunity to demonstrate what you have learned and enhance the brand.