Management 401.01 – Sec. # 20221 Business Internship  
Summer, 2014 Mon. 4:00-6:40-pm – GMCS 324

1. **INSTRUCTOR:**  
   Michael L. Sloan  
   E-mail: msloan@mail.sdsu.edu  
   Voice Messages: 858-449-9419  
   Office Hours  
   Tues and Thurs 4:45pm-5:45pm  
   or by appointment  
   Office: SSE 3409

2. **PREREQUISITES:** Completion of Management 350; approved Major Code (Consult class schedule footnotes), currently employed or engaging in a Business Internship.

3. **COURSE OVERVIEW AND STUDENT LEARNING OUTCOMES**  
   This course provides opportunities for students to integrate their academic work with experience in the community, which is a key objective for the College of Business Administration. To achieve this objective, students will undertake a significant “learning experience” with an organization and then prepare an Integrative Analysis Report on their experience. Most learning will occur outside of the classroom, and only a few class sessions are scheduled to focus on adding value to your learning experience and paper. The course requires **135 hours of effort at the organization** and in fulfilling course requirements. This course is required for Management Majors and counts as **elective** credit for other business majors.  
   After taking this class students should be able to:  
   - Plan and implement a complex project within a finite time period  
   - Apply management theory to organizational cultural environments  
   - Coordinate financial resources, materials, and machines to solve management problems  
   - Employ people skills to solve management problems  
   - Develop benchmarks to measure progress against project activities

4. **GRADING**  
   Grading will be on a Credit/No Credit basis with “C” level work (70%) required to receive credit. Email is acceptable for any written assignments **except the final project report which must be submitted in hard copy.** Grades will be posted on Blackboard based on:  
   - THREE (3) Signed Documents Submitted: 30 Points  
   - (International Students are required to submit one additional document)  
   - Integrated Analysis Report Approval by Professor: 70 Points
5. COURSE ASSIGNMENTS

This class is supported by a Blackboard site (blackboard.sdsu.edu) that has the Syllabus, FAQs, and other course materials, which are incorporated into this syllabus by reference. Be sure to familiarize yourself with this material. It provides specific guidance for fulfilling course requirements and can answer many of your questions and save you time getting started. In addition, students are expected to check this Blackboard site once a week, as this is the primary means for me to communicate important information to you. **If you are having problems, please communicate with me ASAP.**

6. MGT 401 PROCESS

6.1 Choosing your Organization: MGT 401 focuses on the integration of work and learning, and requires students to have a “supervised” position with an employer. This can either be as an employee or as an intern. If you are seeking an internship, most organizations are acceptable as long as they provide a “legal” product or service for profit or not-for-profit. An internship presupposes the employer’s commitment to helping the student learn, in return for the work activities performed by the student. **Students must find their own internships** and you can obtain assistance from the Internship Bureau in BAM 451 (619-594-4774) or contact SDSU Career Services. Once you have established an employee or intern relationship with an employer, you will need to develop a suitable **Learning Experience**.

Undergraduate Internships at the Aztec Career Connection

[https://gsb-sdsu-csm.symplicity.com/students/](https://gsb-sdsu-csm.symplicity.com/students/)

To learn more about undergraduate internships contact:

Linda Guzzo at (619) 594-0435 or lguzzo@mail.sdsu.edu

SDSU has two sites that may be helpful in finding an internship or aid with your internship experience. They are:

[http://www-rohan.sdsu.edu/%7Ecba/ccci/internships-companies.html](http://www-rohan.sdsu.edu/%7Ecba/ccci/internships-companies.html)

[http://www-rohan.sdsu.edu/%7Ecba/ccci/internships-credit.html](http://www-rohan.sdsu.edu/%7Ecba/ccci/internships-credit.html)

6.2 Developing an acceptable learning experience: There are two types of learning experiences: a project or a series of learning activities. **YOU ARE TO SELECT ONLY ONE.** A project requires you to provide a deliverable to your organization that adds value, and is best suited for employed students. Learning activities are best suited for internships, and require you to learn significant business processes however the distinction between the two types of internships sometimes is not as precise as it could be. Specific details for each type of learning experience are provided below. Regardless of which type of internship experience you pursue, it must require you to **apply high levels of cognitive processes in** a business setting, such as applying what you have learned in school and analyzing and evaluating the effectiveness of these applications. Routine tasks, such as data entry or clerical work, do not meet this high level of cognitive processes and are not acceptable. Your supervisor’s active involvement is crucial to your defining your learning experience. Your supervisor must agree to support your learning experience and later provide an evaluation of your accomplishments.
Managers are always concerned with how to reduce costs, increase revenues, improve processes, or improve the quality of their product or service. Learning experiences that focus on these areas would most likely be acceptable. Regardless of the type of learning experience you pursue, you must meet the following requirements:

- You must **complete ALL activities and actions (Project) or ALL learning objectives (Learning Activity) included in your Course Project or Learning Activity Contract** signed by you and your supervisor. **Deviation from this agreement without approval of the instructor is not acceptable and will earn you a grade of No Credit.** The agreement constitutes an acceptable level of effort for the granting of three units of academic credit and any reduction of this level of effort will cause you to fall short of the expectations of the course. If any activity, action, or learning objective becomes untenable for reasons beyond your control, you will have to develop a new activity, action, or learning objective of equivalent level of effort and have the instructor and supervisor agree to this revised effort.

- You must include in your paper as an appendix a **Supervisor’s Evaluation.** This evaluation must be on an official company letterhead and signed by the supervisor. This evaluation must: 1) indicate the total **number of hours you worked,** 2) provide an assessment of your satisfactory completion of Course Contract requirements, and 3) any other comments the supervisor deems appropriate to indicate the level and quality of your efforts. No credit can be received in MGT 401 if the instructor does not receive this signed evaluation with the correct information on company letterhead.

6.3 **Specific requirements for each type of learning experience:** Sample contracts are available on the Blackboard site that illustrates both projects and learning activities.

6.3.1 **Project Contract:** You must accomplish something that “add” value to the organization and requires significant effort above and beyond your “routine” tasks. Projects involve solving business problems and providing a deliverable to the organization as proof of completion and value added. This option may be best for employed students. This contract is drawn up in writing by the student and supervisor. It must first be signed by the student and supervisor, and then the professor will evaluate it to ensure it meets class requirements. **Please ensure your name is also printed at the signature line of the contract.** Consult with your supervisor for approval, input and support. Most supervisors have many projects on their To-Do lists. Include the following in this Project Contract:

- Type your name in the upper right corner of your paper!
- Provide a brief description of your organization, what it does, and your role.
- Give a clear project description of what you will accomplish, why, and what deliverables you will provide to your organization.
- Develop specific **activities and actions** you will accomplish to complete your project and specify **target dates** for completing each activity and action. **Target dates must occur before your final paper is due.** Also describe the **evidence** you will provide to prove your success on each activity and action. You must be able to prove you have completed each activity and action.
• An explanation of how this project will add value to the organization. The value must be measurable and verifiable and lead to improvements in the organization. Consider near-term value added (within time frame of class) and long-term value added. You will be held accountable for the near-term value added in your final report. Be sure that you can implement something and obtain results that can verify this near-term value added.

• A clear statement of the evidence you will provide to prove your project added the value stated. You must be able to prove you have added this value.

6.3.2 Learning Activity Worksheet: You must undertake at least five specific learning objectives that are appropriate in content, rigor, and level of difficulty suitable for upper division credit. This should involve learning “significant” business processes. It does not include learning routine tasks. You must provide evidence of your learning. This option may be best for interns. This contract is drawn up in writing by the student and supervisor. It must first be signed by the student and supervisor, and then the professor will evaluate it to ensure it meets class requirements. Please ensure your name is also printed at the signature line of the contract. Your learning activity must be substantial and challenging. We expect you to learn something about how your organization functions and how to manage it. The key question is whether this learning is at a level of difficulty and appropriateness for an upper division business major. You should consult with your supervisor for approval, input and support of the learning objectives you set for the semester. Include the following in your Learning Activity Worksheet:

• Type your name in the upper right corner of your contract

• Provide a brief description of your organization, what it does, and your role.

• Provide at least five specific Learning Objectives that state:
  o What you will learn.
  o When (target timelines). Target dates must occur before your final paper is due.
  o A clear statement of the evidence you will provide to prove your success in learning what you state in each objective and in results attained. You must be able to prove you have learned what your objectives state.

6.4 In June 2010, with collaboration from various colleges, the Agreement form for Field Experience or Service Learning Agreements (SLA) was revised. This updated form was developed to maintain coverage for students and the university, streamline the document format, and meet the needs for both the faculty and university. Any time a student is engaged in an off-campus service learning experience in conjunction with a course for credit, a service learning agreement is needed in order to protect the student and the university. The California State University System requires that all organizations that provide an internship experience to SDSU students must execute a Service Level Agreement with San Diego State University. The following forms are to be completed by the organization hosting the internship, and must be on file with SDSU before an internship can begin.
• Service Learning Agreement on Blackboard
• Learning Activity Sites Questionnaire on Blackboard
• Inter-Departmental Service Learning Agreement on Blackboard. This form is required when executing Service Learning Agreements for “on campus” learning experiences for academic credit.

HOWEVER, if your organization has already completed the above forms for another intern, you do not have to complete them. The Master List is on Blackboard.

THIS DOCUMENT WILL BE TURNED IN WITH THE PROJECT CONTRACT AND STUDENT WAIVER. THE PROFESSOR WILL REVIEW AND GIVE “CONDITIONAL” APPROVAL TO BEGIN THE INTERNSHIP PENDING APPROVAL OF THE SLA. If the SLA IS NOT APPROVED, A NEW INTERN WILL BE REQUIRED. THE SERVICE LEARNING AGREEMENT AND QUESTIONNAIRE WILL BE FORWARDED TO THE CONTRACTS AND PROCUREMENT DEPT. FOR APPROVAL.

6.5 Integrated Analysis Guidelines. Times Roman, 12 Font, Single-Spaced
• This is the final report you submit according to the date in the syllabus.
• Title page (No running head!) See Sample Report Formats.
• Text of report (in five major sections as defined below)
  1. Purpose. One or 2 paragraphs that introduce your organization and define your role in the learning experience.
  2. Project Accomplishments or Learning Experience Discussion. Describe your plan and your role in what was accomplished. Typically 3-4 pages.
  3. Concept Integration and Application (applying management theory to your project, learning activity and/or any experience in your internship). This is where you relate your internship into management theories, and the theories should directly relate to one of the above.
    o YOU MUST HAVE 3 THEORIES
      o Management theories may be found in 350 texts and a number of texts are on reserve in the library.
      o A good source for initial exploration of possible theories is http://www.12manage.com. (Pull down tab: Strategies, Methods, Models and Theories. (You will have to register first and it is free)
      o Another good internet source is www.mindtools.com
      o This section is typically 3-4 pages.
  4. Personal Reflection is where you reflect and critically analyze your learning experience. This section is typically 1-2 pages.
5. **Conclusion** is where you discuss what you learned and draw some general conclusions. This section is typically 3-4 paragraphs.

- **Appendices** (properly labeled as “letters” and referenced in your report in order of discussion, except Appendix A and B as defined below):

  A. Appendix A **MUST BE**: (**Copies of original submitted to Professor**)

  - **Course Project or Learning Activity Contract**

  B. Appendix B **MUST BE** the **“SIGNED”** Supervisor’s evaluation letter on company letterhead (indicating number of hours worked, assessment of the quality of your performance on each of the tasks reflected in your signed Course Contract, and comments regarding your contributions and interpersonal skills).

  C. Supporting material for first completed project activity or learning objective (**Proof**).

  D. Supporting material for second completed project activity or learning objective (**Proof**).

  E. Other appendices and information as needed to support other completed project activities or learning objectives stipulated in your Course Contract. You may have as many appendices as you need, but please make sure they all are labeled and tabbed

  F. California Copy, Kinko’s and other stores will spiral bind and add tabs to your report for less than $20.

Full explanations of the above and sample *Integrated Analysis Reports* from previous semesters are available on Blackboard.

6.5 **Final Reports must be submitted in a spiral bound binder, with labeled tabs for all of the major sections and appendices.**
7. **Instructor Consultation:** I am available to you through email and by appointment during the semester to answer your questions. When seeking guidance from the instructor regarding the acceptability of your proposed learning experience, you must be able to address in detail one of the two options described above. In addition, you must bring a **typed draft contract** in the established format for review.

8. **Class Dates:**

<table>
<thead>
<tr>
<th>Meeting</th>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>05-21</td>
<td>CLASSROOM MEETING MANDATORY: Introduction to Management 401 – The Internship Experience.</td>
</tr>
<tr>
<td>2</td>
<td>06-04</td>
<td>AT 12:00pm SUBMIT COPIES ( SSE 3409) OF 3 signed DOCUMENTS AS PER BELOW OR ANYTIME BEFORE THIS DATE DURING PROFESSOR’S REGULAR OFFICE HOURS. YOU WILL RECEIVE 30 POINTS. ( I will not accept any documents due on this date via email. ) KEEP THE ORIGINAL OF DOCUMENT # 1 TO PLACE IN YOUR FINAL PROJECT. STAPLE NUMBERS 2 and 3 TOGETHER PAPERCLIP ALL 3 DOCUMENTS TOGETHER. DO NOT STAPLE ALL 3 DOCUMENTS TOGETHER. 1. Project or Learning Activity Contract 2. Service Learning Agreement 3. Learning Activity Sites Questionnaire 4. International Letter ( for Int’l Students Only) If you don’t have your internship by this date, you can still continue in the class but you minimize your chance to complete the internship on time which will result in either an “incomplete grade” or “no credit”. You may turn your documents in after this date but you will not receive the 30 pts. The documents are to be delivered to the Professor’s office during regular office hours.</td>
</tr>
<tr>
<td>3</td>
<td>By 6-07</td>
<td>EMAIL NOTIFICATION OF EITHER “CONDITIONAL” CONTRACT APPROVAL or OF REQUIRED CHANGES. THIS NOTIFICATION EMAIL WILL SERVE AS OFFICIAL ACCEPTANCE OF YOUR CONTRACT UNTIL I SIGN THE CONTRACT COPY WHEN YOU SUBMIT YOUR FINAL REPORT.</td>
</tr>
<tr>
<td>4</td>
<td>Anytime</td>
<td>Addendums to your signed contract are required to be submitted anytime there is a substantial change in the terms of your contract with your employer. This addendum will require your supervisor’s signature and the Professors approval. You will be notified via email if it has been accepted.</td>
</tr>
</tbody>
</table>
CLASS DROPS OFF FINAL PROJECT MY OFFICE (SSE3409) AT 12 PM.

- Submit Integrated Analysis Report
- You will receive **70 points** for an approved paper.
- I will notify you by email if your paper is not approved and any changes that will have to be made and resubmitted.
- **Late papers lose 10 points per day. One Exception**

Exception to Deadline: Late Project Submission without Penalty: A Memorandum will be submitted by the student stating the reason(s) for missing the deadline and that they were “beyond the student’s control”. This is signed by the student’s supervisor with the supervisor’s contact information in the event that the College of Business requires verification. Once this is submitted to the Professor, the Professor has the option to accept or reject the memorandum.