School of Business
Credit Internship Program
BUS 497 and BUS 498

In order for an internship to be approved for credit, the committee will need evidence from you and your on-site sponsor that the internship provides a strong academic experience and that your responsibilities have specific deliverables, tasks, and objectives of the work you will do. Your duties and responsibilities should be focused and discrete. Your sponsor should provide detail on his/her expectations and the projects to be accomplished.

Contact John S. Levato in BA 313A by scheduling an appointment to see him if you are interested in doing an internship for credit.
SCHOOL OF BUSINESS INTERNSHIP APPLICATION

APPLICANTS MUST COMPLETE THE FOLLOWING INFORMATION, OBTAIN THE NECESSARY APPROVAL OF THE FACULTY SPONSOR, AND SUBMIT THIS FORM WITH ATTACHED SUPPORT MATERIALS TO JOHN S. LEVATO IN BA 313A.

Name __________________________    Student ID #: ________________________________

Local Address ____________________     Permanent Address _________________________________

Phone __________________________      Phone___________________________________________

Email ___________________________     Email ___________________________________________

Your major_______________________  Your concentration__________________________________

TITLE OF INTERNSHIP

Number of Credits Requested:  1  2  3  (Circle One)

TERM:  Fall 200_   OR  Spring 200_

Location of Internship: Name of Agency _______________________________________________________

Address of Agency _____________________________________________________________

Agency Phone __________________________________________________

Name of On-Site Supervisor: _________________________ Email: __________________________________

Duration of Internship: Number of Weeks _____  Hours per Week _____

* * * * * * * * * * * * * *

PROJECT DESCRIPTION: Carefully read the set of instructions which precedes this form and provide the appropriate description of your internship proposal. The description may be as long or as short as you wish, but realize that it is your responsibility to convince the Committee through this description that your proposal is valid and worth the three credits requested. Descriptions should be typed, double-spaced, on 8 ½ x 11” paper.

TO BE COMPLETED BY FACULTY SPONSOR VIA J. LEVATO: I have read this proposal including the attached description. I believe the proposed program is appropriate for internship credit and once satisfactorily completed will be worth the amount of credits requested by the student. It is also my judgment that the student is capable of satisfactorily completing the requirements of this internship. I therefore agree to serve as a faculty sponsor and to assign the appropriate academic grade (S/U) at the completion of the proposed project.

Faculty Sponsor’s Signature _______________________________   Date _____________________

Printed Name   ____________________________________________________________________

APPROVED:  □ Without Change           □ With Change          □ Denied

UNDERGRADUATE AFFAIRS COMMITTEE ACTION

http://www.albany.edu/business/career_services_CommitteeEvidence.doc
University at Albany State University of New York
Business Sponsor Internship Application Form

If you are interested in securing an intern, please complete this form and return it to John Levato, Assistant Dean, School of Business; Business Administration 313A; Albany, NY 12222. You may contact John at j.levato@albany.edu, Phone: (518) 442-4984 or Fax: (518) 442-3944, if you have any questions.

The Value of an Internship
Internships are an opportunity for business students to apply what they have learned to practical business situations. It is a golden opportunity for students to learn, hone skills, be mentored, witness business people and cultures in operation, and to acquire hands on experience. Therefore, the School of Business with all due respect, maintains a strict policy that interns may not be used for typical clerical office duties. To use them as such is inappropriate and inconsistent with their education and training.

STUDENT INTERN NAME:__________________________ID#:_______________

E-MAIL:__________________________PHONE:___________________________

This form is to be completed by the on-site supervisor of the internship. To ensure that we have a firm understanding of the work that will be performed during this internship, please list the eight (8) duties/responsibilities expected of the intern. Please make sure this list specific and measurable so that we may find you a “good match.” Thank you.

1. ________________________________________________________________
2. ________________________________________________________________
3. ________________________________________________________________
4. ________________________________________________________________
5. ________________________________________________________________
6. ________________________________________________________________
7. ________________________________________________________________
8. ________________________________________________________________

ON-SITE SUPERVISOR: ______________________   ______________________
(please attach business card)   (print name)   (signature)

E-MAIL _______________________________    PHONE # ________________
THE RESPONSIBILITIES OF THE HOST AGANCY/YOUR ONSITE SUPERVISOR

If you allow your supervisor to give you meaningless clerical tasks, (treat you like a temp) you’ve got a problem. Take charge of your INTERNSHIP – (Remember: you are free labor. Politely ask to be treated like a professional and assigned tasks that relate to what you’ve learned in your courses (cold calling is a ridiculous experience) that improves your writing skills, allows you to use your ability to do problem solving, allows you to use your computer skills and to work on a team. Answering phones, making lists, cold calling, faxing, photocopying, and other types of clerical tasks are unacceptable and are an affront to your skills, knowledge, and abilities.

Remember, without your 10-12 hours per week, your onsite supervisor is without help. If they want you to do meaningless tasks, ask for an hourly wage.

We in the School of Business give you credit for an involved academic experience – one that blends theory, knowledge, and your ability with practice.
UNDERGRADUATE INTERNSHIPS IN THE SCHOOL OF BUSINESS

Internships in business involve three written components: 1) an ongoing journal of the week to week work experiences; 2) an overview paper describing what one has learned on that internship and how/why it was relevant to one’s previous coursework; and 3) an academic paper tying what they did on their job to the academic literature relevant to that topic.

The experience must have sufficient hands-on-learning to make the internship equivalent, in terms of knowledge learned, to a 3-hour advanced level undergraduate academic course. To be avoided at all costs are internships in which the student is used as a “gofer”, assigned clerical responsibilities, or asked to perform telemarketing tasks or cold-calling to search for prospects.

The potential employer sponsor must recognize that the important goal is to have a meaningful growth experience for the student involved, such that the student’s knowledge and job-related skills are both developed by his/her on-the-job experience. Internships that involve creativity and individual initiative are to be encouraged; those involving “grunt work” are not allowed.

The internship is regarded as a “contract” of the skills that will be developed by the student. It should also serve as the basis for a post-internship evaluation of the work experience, judging the degree to which the objectives initially specified were adhered to, and assessing whether or not the degree to which the specific job-related skills were actually developed by the student.

You can receive one, two, or three credits for your experience depending on your academic component & your 6 – 10 page double spaced journals due every two weeks to John S. Levato, Assistant Dean. The journals must be sent via email to: j.levato@albany.edu.

THE JOURNALS

Your 4-6 page double spaced journal due via email every two weeks must include the following information (use correct grammar, punctuation and spelling). Your journals will be reviewed for proper English usage as well as content.

Each journal submission must include the following:

1. What you did in that two-week period;
2. What you learned that applies to your business studies;
3. How what you did and learned was relevant to your future career/professional development;
4. What did you apply to the internship that you learned in your various business classes;
5. What writing and/or presentations (for and to whom, respectively) that you did.

Meaningful journals will give you one credit.

THE ACADEMIC COMPONENT

To receive 2 credits, you will be required, in addition to your journal, to submit an 15-page double-spaced paper on one of the topics prescribed by the department most closely related to your internship (FIN, MGT, MKT, MIS). The choice of topic is yours from the Departmental list that you will receive from J. Levato.

To receive 3 credits, you will be required, in addition to your journal, a 20 page double spaced on one of the topics prescribed by the department most closely related to your internship (FIN, MGT, MKT, MIS). The choice of topic is yours from the Departmental list that you will receive from J. Levato.
DUE DATES

1. Journals are due every 2 weeks;
2. The academic component paper is due on reading day in December for a Fall internship, or on Reading Day in May for a Spring internship, or Nov 11 for a Summer internship.

YOUR FINAL GRADE

Your journals and paper will be read by the internship committee, and by your academic sponsor who will be assigned to you by J. Levato. Your final grade will be determined on the basis of the QUALITY of your journals and the quality and content of your academic component. Proper English usage is required and you may be asked to rewrite or edit your academic component.
THE PROJECT DESCRIPTION: TO BE COMPLETED BY YOU

At a minimum, proposals for internship credit must include a detailed statement outlining the objectives, expectations, and methods of evaluation for the internship. Therefore, your project description must be constructed in three parts.

Part One: Should address the specifics of your internship placement – the general nature of your duties and responsibilities, the amount of time you will be at the site, the role of your on-site supervisor, and your learning objectives to be gained from this experience. (See attached form to be completed by your on-site supervisor, signed and returned to J. Levato.)

Part Two: Should provide biographical information – what are your abilities, experiences, previous courses, etc., which have prepared you for the proposed internship. How does the proposed internship support your major, prepare you for future graduate/professional study, relate to career goals and etc.

Part Three: The academic component: see separate sheet describing your academic requirement.
FALL INTERNSHIP DUE DATES

1. Application due by........................................ End of 1st week of classes
2. Project Description due by............................ End of 1st week of classes
3. List of Duties and Responsibilities due by..... End of 1st week of classes (given by you to your on-site supervisor)
4. Selection of Final Paper topic due by.......... 1st week of October
5. Assignment of Faculty Sponsor by............... 1st week of October
6. FINAL INTERNSHIP Papers due by.......... Reading Day
   (Your 25-30+ academic paper and the 3-6 page paper for the committee will be given to you by the end of September)

SPRING INTERNSHIP DUE DATES

1. Application due by........................................ End of 1st week of classes
2. Project Description due by............................ End of 1st week of classes
3. List of Duties and Responsibilities due by.... End of 1st week of classes (given by you to your on-site supervisor)
4. Selection of Final Paper topic due by........... February 15th
5. Assignment of Faculty Sponsor by............... February 3rd
6. FINAL INTERNSHIP Papers due by.......... Reading Day
   (Your 25-30 academic paper and the 3-6 page paper for the committee will be given to you by the end of February)
ITM ACADEMIC COMPONENT FOR A 2 CREDIT
(18 page double spaced paper)
OR A 3 CREDIT (25 page double spaced paper)
INTERNERSHIP (BBUS 497 or 498)

I. Networking and Communications (select one topic from group I)
   1. Home Networking
      Research the current technology in Home Networking, present the limitations of the
current technology, and analyze and present a forecast of home networking in the US and
globally.

   2. Peer-to-Peer Networks
      Compare the technology in current Peer-to-Peer systems (Napster, Gnutella, etc.). Write
the limitations of the current technologies.

   3. Web Services
      Describe the technology and the state of the current implementation. What is its relation
to XML initiatives like ebXML and XBRL?

   OR

II. Computer Security (select one topic from group II)
   1. Hacker Attacks
      Describe the different types of hacker attacks and techniques for protecting computer
networks from the hacker attacks.

   2. Viruses and Worms
      What are viruses and worms? How do virus detection programs work? Summarize the
major viruses that have plagued computer networks in the last 15 years.

   3. Steganography
      What is Steganography? What is the interest of different intelligence agencies in this
technology? Describe the different technique for Steganalysis (detecting hidden
information).

   4. PKI
      What are digital certificates? Describe the operation of PKI and its application in SSL.

   OR

III. Information Storage and Processing (select one topic from group III)
   1. Datamining
      Describe different datamining techniques and compare them describing potential
applications for the different schemes.

   2. XML

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Describe the role of semi-structured databases in information storage and retrieval primarily for Internet development and electronic supply chain management.
MARKETING INTERNSHIP

To receive 3-credits for an internship in Marketing, two components must be satisfied. There must be an on-site activity component that will engage the student for a minimum of 135 hours, and an academic component that is reflected in a 25+ double-spaced page term paper.

The on-site component should include activities that allow for growth. For example, developing drafts of press releases, assembling literature reviews for background material to a planning report, and designing and conducting marketing research studies, are good growth activities. In contrast, making coffee, cold-calling clients, photocopying and functioning as a file clerk, while necessary activities and may be a small portion of the assignment, must not be allowed to be the dominant activity, as they, in and of themselves, are not credit worthy.

Since the internship is meant to be substantive learning activity, the qualified marketing student should have no trouble in completing the necessary academic component. While the final paper will be influenced by the needs of the client, there are some typical topics that have been successfully developed by prior students:

1. Write a marketing plan, that when executed by your successor, will capture and cultivate key customer segments.

2. Contrast and compare the culture at the work site with expectations created by classroom exercises and published literature. For example, in sales and advertising, much has been written. Does the firm use these published principles? Why or why not?

3. Write a report about the research activities you undertook for the client, from problem definition, hypothesis formulation, data collection, to data analysis using SPSS. How did the client benefit?

4. Take an imaginary field trip to a foreign country and assess the feasibility of selling the client’s existing product there. Suggest appropriate modifications to make the product more successful. This topic is especially suitable for foreign students who engage a client before their return home during the summer vacation.

In addition, students are encouraged to propose unique projects for review by a faculty sponsor. Keep in mind that marketing is the ultimate practitioners’ discipline.

**Select one of the 4 topics for your 25+ page double-spaced paper**
THE MGT INTERNSHIP ACADEMIC COMPONENT

What are the requirements to earn a passing grade on your internship?

On-site Performance:

Intern performance resulting in ratings of four (4) or above on all Evaluation Report items.

Journal:

Each student is expected to keep a typed journal that is due on the last Friday of each month. The following issues should be addressed weekly:

1. Describe in detail the tasks you have performed during the week and the employees (i.e. titles or positions) with whom you have interacted.

2. The following issues should be addressed monthly: How does your employer conduct its business suppliers dealings with employees, customers and suppliers? Do these match your initial expectations?

3. Which on-the-job activities have been useful, and which are a waste of time?

4. Has your internship revealed skills or areas in which you are currently deficient? What are they and how can you improve them?

Paper:

A typed research paper of at least 25 double-spaced pages is required.

Final Paper Topics (select one):

A. The role of HR programs in motivating employees and the importance of feedback to employee development and job performance. (Use your own experience as an example.)

B. It is important for companies today to link their human resource practices to their overall organizational goals. Explain your company’s overall strategy and strategic objectives, then analyze how its human resource strategy and activities enable (or fail to enable) the company to attain its strategy.

C. The role of employee training in customer satisfaction (i.e. the better training you provide, the better able a company’s employees are to provide great service).

D. Explain how major HR functions (e.g. recruitment, selection, performance appraisal, training, compensation) are related to, and integrated with, one another.

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E. Explain the importance of job analysis to HR. How would you conduct a job analysis to ensure you obtain secure data?


G. Downsizing and the effect on employee attitudes, motivation and productivity.

H. In a report about the HRIS at your work site, analyze how the system supports several of the following HR functions: HR planning, recruitment and retention, training, compensation and benefits, and EEO/AA and other government compliance reporting. Discuss how the company’s system development and maintenance strategies, tactics and techniques conform to, and diverge from, the various models learned in your courses.
THE FINANCE INTERNSHIP ACADEMIC COMPONENT

What are the requirements for earning a passing grade on an internship?

*On-Site Performance:*

Intern performance resulting in ratings of four (4) or above on all Evaluation Report items.

*Journal:*

Each student is expected to keep a typed journal that is due on the last Friday of each month. The following issues should be addressed weekly:

1. Describe in detail the tasks you have performed during the week and the employees (i.e. titles or positions) with whom you have interacted.

2. The following issues should be addressed monthly: How does your employer conduct its business suppliers dealings with employees, customers and suppliers? Do these match your initial expectations?

3. Which on-the-job activities have been useful, and which are a waste of time?

4. Has your internship revealed skills or areas in which you are currently deficient? What are they and how can you improve them?

*Paper:*

A typed research paper of at least 25 double-spaced pages is required.

*Final Paper Topics (select one):*

- An Analysis of Recent Scandals Involving Derivatives: What Have We Learned?
- An Overview of Public and Private Financing Alternatives for Small Firms in New York State
- The Role of Liquidity in Financial Markets
- Analyzing Trends in Lease Financing by U.S. Corporations
- An Evaluation of the Elliot Wave Theory of Stock Market Investing