

**Credit Internship Program
BUS 497 and BUS 498
For Non-Paid Internships
For Second Semester Juniors and Seniors**

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.

PROCEDURES FOR APPLICATION

1. Read the booklet thoroughly.
2. Complete the application and the project description and return to John Levato in BA 313A.
3. The deadline for Summer Internships of all materials is May 30th.
4. The deadline for Fall Internships of all materials is 10 days after the first day of classes which may begin in late August or after Labor Day in September.
5. The deadline for Spring Internships is 10 days after the first day of classes in January.
6. An internship application, all parts, is due at the same time as the deadline stated above.
7. You will be notified within one week of the deadline of acceptance or non-acceptance for credit (1-3) by email at the email address you list.
8. Be sure to read the section entitled, "Academic Component" to learn of your academic contract.

READ BEFORE PROCEEDING

An internship is your opportunity to apply knowledge gained from your academic studies in a practical, workplace environment. The internship must have a clear purpose or focus and there must be at least one specific project for you to complete.

Internships are meant to help you enhance and develop a new set of skills in research, writing, presentation skills or specific managerial or technical skills as appropriate to the major/concentration. It is your responsibility to ensure that the internship you are proposing for credit does this.

The following questions need to be answered in your Project Description Writeup:

1. How does the proposed internship help develop new skills related to your course of study?
2. How is this internship different from previous summers working for this same company, if applicable?
3. Specifically, how will you be supervised? Also, how will your managerial skills be developed?
4. How will you be evaluated by your on-site supervisor?
5. What specific, **measurable tasks** will be assigned? What **deliverables** will you have to accomplish?
6. What is the unique learning experience proposed by you and accomplished by this internship?
7. What do you hope/want to accomplish by doing this internship?

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 is of *specific and measurable deliverables*. 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 AGENCY/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.

The supervisor is responsible for ensuring that the internship is a practical as well as academic learning experience.

EXAMPLES OF POSSIBLE AREAS FOR INTERNSHIPS

Marketing:

Market Research
Sales and sales support
Sales compensation program studies
Advertising support
Customer services
Sales Programs

Management:

Human Resources
Quality Control
Manufacturing
Warehousing
Traffic
Sales and sales support
Purchasing

Management Computer Information Systems:

Computer programming
Customizing commercial programs
Employee training
Sales and sales service
Computer input

Finance and Economics:

Banking
Financial analysis
Financial consultant support
Insurance
Budgeting

The Academic Component Required to Receive Academic Credits

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 3-6 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 3-6 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 is in this packet.

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 is in this packet.

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 on Reading Day in the Fall semester for a Summer internship.

YOUR FINAL GRADE

Your journals and paper will be read by the internship committee, and by an academic sponsor selected for you. 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 & RETURNED TO JOHN S. LEVATO WITH YOUR APPLICATION

At a minimum, proposals for internship credit must include a detailed statement outlining the objectives, expectations, deliverables and methods of evaluation for the internship. Therefore, your project description must be constructed in two parts (Part 1 and 2 only). Your project description should be at least two pages double-spaced.

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.

Part Four: This 2-4 double spaced page document is due with your application and the form that is completed by your internship supervisor. Please answer the following questions:

1. How does the proposed internship help develop new skills related to your course of study?
2. How is this internship different from previous summers working for this same company, if applicable?
3. Specifically, how will you be supervised? Also, how will your managerial skills be developed?
4. How will you be evaluated by your on-site supervisor?
5. What specific, measurable tasks will be assigned? What deliverables will you have to accomplish?
6. What is the unique learning experience proposed by you and accomplished by this internship?

FALL INTERNSHIP DUE DATES

1. Application due by.....10 Days after the 1st Day of Classes
2. Project Description due by.....10 Days after the 1st Day of Classes
3. List of Duties and Responsibilities due by 10 Days after the 1st Day of Classes (given by you to your on-site supervisor)
4. Selection of Final Paper topic due by November 1st
5. FINAL INTERNSHIP Papers due on Reading Day (If you are doing the internship for 2 or 3 credits)
6. **REMINDER: YOUR JOURNAL IS DUE EVERY 2 WEEKS AND YOU MUST SUBMIT A MINIMUM OF SIX JOURNALS.**

SPRING INTERNSHIP DUE DATES

1. Application due by.....10 Days after the 1st Day of Classes
2. Project Description due by.....10 Days after the 1st Day of Classes
3. List of Duties and Responsibilities due 10 Days after the 1st Day of Classes (given by you to your on-site supervisor)
4. Selection of Final Paper topic due by Last Day of February
5. FINAL INTERNSHIP Papers due by Reading Day (If you are doing the internship for 2 or 3 credits)
6. **REMINDER: YOUR JOURNAL IS DUE EVERY 2 WEEKS AND YOU MUST SUBMIT A MINIMUM OF SIX JOURNALS.**

SUMMER INTERNSHIP DUE DATES

1. Application due by.....June 1st
2. Project Description due by.....June 1st
3. List of Duties and Responsibilities due by... June 1st (given by you to your on-site supervisor)
4. Selection of Final Paper topic due by.....July 1st
5. FINAL INTERNSHIP Papers due on Reading Day for Fall Semester (If you are doing the internship for 2 or 3 credits)
6. **REMINDER: YOUR JOURNAL IS DUE EVERY 2 WEEKS AND YOU MUST SUBMIT A MINIMUM OF SIX JOURNALS.**

**ITM ACADEMIC COMPONENT FOR A 2 CREDIT
(18 page double spaced paper)
OR A 3 CREDIT (25 page double spaced paper)
INTERNSHIP (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

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.
- E. Explain the importance of job analysis to HR. How would you conduct a job analysis to ensure you obtain secure data?
- F. The Globalization of American Business: Analyzing trends in management.

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
- The Internationalization of American Business: Analyzing Industry Trends from 1980-1999
- Analyzing Trends in Lease Financing by U.S. Corporations
- An Evaluation of the Elliot Wave Theory of Stock Market Investing