

# **College of Business**

## **Student Internship Packet**

106 West O Street, Rothwell Hall. Russellville, AR 72801

(479) 968-0233 (main office)

## Checklist

Assignment:	Completed X
Watch Internship Orientation Video	
Verify Internship Eligibility – hours, gpa, prerequisites	
Apply for Internship	
Start Internship Packet before Deadline March 15 for summer/fall internships or October 15 for spring internships deadline for Proposals	
Ask a professor within your department to be your Internship Coordinator	
Submit an Forms A, B, C to your Internship Coordinator Form A: Internship for Credit Approval Form Form B: Internship Information Form Form C: Internship Proposal *see above or packet for deadlines	
Receive internship approval the Dean	
Register for appropriate class to receive academic credit ACCT 4083 ACCT 4086 BDA 4031 BDA 4032 BDA 4033 FIN 4053 MGMT 4033 MGMT 4043 MKT 4033	
Maintain hours log throughout internship (see Internship Experience Report)	
Submit Periodic Report – History	
Submit Periodic Report – Purpose of the Training	
Submit Periodic Report – Needed Training	
Submit Periodic Report – Significance of ATU courses	
Submit Final Report –Summary of Activities and relationship to learning objectives and Value of Internship Experience	
Coordinator’s Evaluation I – on-site or conference call	
Coordinator’s Evaluation II – on-site or conference call	
Employer’s Evaluation	
Final Presentation	

## Overview of the College of Business Internship Training

Eligible students at Arkansas Tech University (ATU) are encouraged to enroll in three (3) to six (6)<sup>1</sup> credit hour internship for academic credit towards the Bachelor of Science degree. All business internships will be graded on a Pass/Fail basis. The overall purpose of the internship program is to integrate classroom knowledge with real-world learning experience, gain valuable work-experience and develop a network of industry contacts. Students must be employed with a reputable firm or company. The firm, company, or organization must allow the following:

- Practical experiences that relate directly to the student's desired career path.
- Opportunities to demonstrate the student's current abilities as well as one that can refine existing knowledge and teach new skills.

Students are encouraged to independently locate an acceptable site for internship training. Faculty and/or advisors can provide assistance. Many resources such as the Career Services office, COB office of Student Engagement, career fairs, workshops, faculty, alumni, and industry-related websites are available to students to assist in securing an internship position.

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<sup>11</sup> Note that for accounting majors, all internship hours count as general elective hours and may be used to meet the 150-hour CPA exam rule. For all other business majors, only three hours will count as a specified elective (i.e., a business data analytics, economics, finance, management, or marketing elective). The remaining three hours will count as general elective hours only.

**Guidelines for internships:**

- All COB students must meet the requirements listed below and obtain the permission of the appropriate departmental internship coordinator and either the Associate Dean or Dean of the College of Business. Individual program requirements include:

<b>Degree Program</b>	<b>Minimum Cumulative GPA</b>	<b>Minimum Earned Hours</b>	<b>Completed the Following Courses</b>
Accounting	2.50	85+	ACCT 3013 – Intermediate Acct II
Business Data Analytics	2.50	60+	BDA 3003- Data Analytics Apps Development BDA 3033 – Data Modeling and Management
Finance	2.50	60+	FIN 3063 – Business Finance
Management	2.50	60+	MGMT 3003 – Management and Organizational Behavior MKT 3043 – Principles of Marketing
Marketing	2.50	60+	MGMT 3003 – Management and Organizational Behavior MKT 3043 – Principles of Marketing

- Students must register and pay tuition and fees for the appropriate internship course (ACCT 4083 or 4086, BDA 4031/4032/4033, FIN 4053, MGMT 4033 or 4043, and MKT 4033. Summer internships are conducted for the extended term (May through July) and Fall/Spring internships are for the duration of the full term; exceptions are only if the employer has a scheduled and planned internship program.
- Students **ARE NOT** allowed to work at home or for relatives. Additionally, students should not work at the site of previous employment without proper justification and approval from the internship coordinator and either the Associate Dean or Dean of the College of Business.
- Employers must be informed of all objectives of the internship prior to employment.

## **Employer Responsibilities for Internship**

The employer becomes a teacher by providing the student with meaningful learning opportunities. The student should learn to perform worthwhile tasks. The employer's responsibilities are to:

1. Provide the opportunity for a meaningful educational experience. The intern is to be employed as a "new-hire" employee and is to abide by the company's policy and procedures the same as all other employees.
2. As much as possible, involve the intern in aspects of the operation/business; require the intern to perform "new-hire" level work and evaluate that work in the same way that all employees are evaluated. Additionally, if possible allow the intern to attend meetings where technological, economic, industry, and general management challenges are discussed.
3. If possible, place the intern in a position which requires technical or management decisions to be made and discuss the implications of those decisions with the intern.
4. Guide the intern's experience through regular counseling and evaluation.
5. Participate in evaluating the intern (performance, work ethic, etc.). Each intern will provide periodic report evaluation forms as well as an overall evaluation form to the employer for completion.
6. Allow "site" visit(s) by the internship coordinator (or other college representative), if appropriate, to allow the university to better evaluate the internship.
7. Employ the intern for a minimum number of hours to meet their required course credit hours. 150 hours to complete their requirements for 3 course credit hours.

***Employer comments/suggestions for the improvement of the internship program are always welcomed.***

## Student Intern Responsibilities

Each of the following seven items are **required** for every intern/internship.

1. Watch the **Internship Guidelines video** which introduces the intern to the forms which must be completed prior to beginning the internship, those that will be submitted over the course of the internship, and any forms or papers that will be required at the end of the internship. The video will also address ways to identify potential internship opportunities. The intern will document that they have viewed the video by signing the **Internship Orientation Video** form
2. During the semester prior to your internship, secure an appropriate internship to meet your career objectives. Ask a faculty member within your internship discipline to be your internship coordinator. Meet with your internship coordinator and submit an **internship proposal, Intern Information Sheet and Internship for Academic Credit Approval Form** to your internship coordinator. **Proposals SHOULD BE submitted by March 15 for summer and fall internships and by October 15 for spring internships.** If the internship coordinator approves the proposal, the coordinator will complete the **Internship for Academic Credit Approval form** for the internship and will then forward it to the Associate Dean or Dean of the College for their approval.
3. Once approved, **Register** for the **Internship** (3-6 credit hours) and pay tuition and fees. If on Financial Aid, check with Financial Aid office to complete any necessary paperwork prior to fee payment deadline.
4. Complete the **Employer Internship Agreement** as required by ATU's College of Business. The student, the supervisor (employer) and the student's internship coordinator must sign the agreement. The document must be completed **BEFORE** the **first** day of class for the semester of the internship.
5. Submit **periodic internship reports** (at intervals determined by the internship coordinator) documenting hours worked; the report should also include a summary of the activities/projects on which the intern worked during the specified time period.
6. Interns are to perform daily tasks as required by the employer. It is the intern's responsibility to:
  - effectively perform all duties and responsibilities in a professional manner.
  - avoid discussing or criticizing the employer, supervisor or company.
  - avoid engaging in organizational politics
  - report to work on time, be neat, dress appropriately, and to always be courteous.
  - request permission in-advance from the employer and the ATU coordinator for time-off. Any absences (other than for true health emergencies or a close family member's death) not approved in advance **may result in the immediate termination of the internship.**
  - represent yourself, ATU, the College of Business, and the employer well.

*Note: The intern is considered both an ATU student and full-time employee and must abide by the ATU Student's Code of Conduct and all policies established by the company/organization.*

7. At the conclusion of the internship, submit a semester paper demonstrating the academic merit of your experience (i.e., documents the attainment of your learning objectives as specified in your internship proposal). At the internship coordinator's discretion, the paper may also need to address assigned subject areas such as history of company, summary of activities and learning that occurred, significance of course work (access to your transcripts and catalog will be needed), summary of special assignment and/or tasks and overall response to training.

The internship coordinator **may require** the intern to comply with any (or all) of the following items.

8. You and your immediate employment supervisor may be visited by the internship coordinator or another representative of the college during your training. In some cases phone calls will be made to the immediate training site supervisor. The student must provide accurate **directions to the job site**. Provide precise detailed instructions for the coordinator on how to get to the intern's work site to which he/she reports to everyday. In some cases employment requires students to travel. The coordinator will call the week before to identify the site location but the intern must still submit travel directions to the main place of employment. Internet sources for directions will not be acceptable as the only source of directions.
9. Make a 10-15 minute presentation to other interns, your internship coordinator, and other interested parties in the College of Business summarizing your internship experience.
10. Provide the supervisor with the final **employer evaluation form** and ask him/her to complete and return them to the coordinator. The final evaluation form must be submitted by the due date of the intern's final paper and meeting with internship coordinator.

Potential responsibilities of the intern **during training**:

11. a. Become familiar with the general operation of the company.
  - b. Seek opportunities to become exposed to each specific area of responsibility of the operation from labor to management.
  - c. Seek responsibilities associated with initiating and/or managing specific projects.
  - d. Seek responsibilities associated with managing people
  - e. Evaluate effective time management relating to tasks performed.
  - f. Practice record keeping & communication skills relating to the daily management of the operation.
  - g. Observe current operation practices and consider modifications.
  - h. Work and train according to project and task needs rather than by hourly requirements.

**FORM A**

**Internship for Academic Credit Approval Form**

The purpose of the internship is to provide the student with experiential learning activities in their specific major of study at a reputable and agreeable site while exposing the student to responsibilities in the workplace. To achieve the maximum benefit of the internship, students are strongly encourage to carefully select a site location. It is important that the student match an internship site to his/her career objectives.

By signing this document, the internship coordinator and either the Associate Dean or Dean of the College of Business has agreed to the selection of the site for this internship.

Internship Employer: \_\_\_\_\_  
(company/firm)

Location: \_\_\_\_\_  
(city,state)

Circle the desired course for which you are seeking credit: ACCT 4083 ACCT 4086  
BDA 4031 BDA 4032 BDA 4033 FIN 4053 MGMT 4033 MGMT 4043 MKT 4033

Student's Major Field of Study: \_\_\_\_\_

\_\_\_\_\_  
Student's Name – Please Print

\_\_\_\_\_  
Student's cell number

\_\_\_\_\_  
Signature of Student Intern

Date

\_\_\_\_\_  
Student's email address

\_\_\_\_\_  
Coordinator's Name – Please Print

\_\_\_\_\_  
Coordinator's office phone

\_\_\_\_\_  
Signature of Coordinator

Date

\_\_\_\_\_  
Coordinator's email address

\_\_\_\_\_  
Associate Dean or Dean's Name – Please Print

\_\_\_\_\_  
Associate Dean or Dean's office phone

\_\_\_\_\_  
Signature of Associate Dean or Dean

Date

\_\_\_\_\_  
Associate Dean or Dean's email address



**FORM B****Internship Information Form***Please write legibly or type.*

Course Number		
Intern <b>Full Name</b>		
Intern Student Number (T....)		
Intern <b>Cell Phone</b> Number (10-digit)		
One Tech <b>Email Address</b> (this is the email your coordinator will use – no exception)		
<b>Internship Site</b> (Company Name and specific department name)		
Company Phone Number (10-digit)		Fax:
Street Address		
City, State, Zip		
Supervisor's Name*		
Supervisor Cell Number (10-digit) (optional)		
Supervisor Email Address (optional)		
Internship Coordinator's Name*		
Internship Coordinator's Phone Number		
Internship Coordinator's Email Address		
<b>Semester, Year</b>		
Date of Training/Employment	Beginning:	Ending:

I have watched the Internship Orientation Video and understand the College of Business internship documentation requirements. I also understand that my internship coordinator may require some additional reports, papers, or presentations, other than those discussed in the video.

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 Signature of Student Intern

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 Date
**Directions to Internship Training Site from ATU**

Please provide **specific** written directions from ATU. You may use the back to draw a map. (*Map Quest or similar program directions are helpful but should not be sole source of information. Landmarks are a plus.*)

# FORM C

## INTERNSHIP PROPOSAL

Work and academic experiences are vital to getting a good job after graduation. While work experiences are important, not every work related experience is a good fit for gaining academic credit. Keep in mind that for someone to get three (3) hours of class credit in the classroom, they will spend an entire semester and cover a lot of material. So, to earn three (3) hours of academic credit, the student must demonstrate significant learning. To make work experience count for academic credit, the experience must advance academic knowledge or require practical, hands on, learning that is related to material presented in the academic setting. **The bottom line is that you will need to show practical use of concepts learned in one or more of your classes.** If you want to seek internship credit, you must be eligible and you should submit your proposal by **March 15 for summer and fall internships and by October 15 for spring internships.** If your internship coordinator approves your proposal, it will then be submitted for approval consideration by the Associate Dean or the Dean for the College of Business.

The Intern candidate must complete the **Internship Information Form** and attach it to a proposal that includes the following:

- (1) Name of the company where you will work and the name of the person that will be the intern's supervisor. Include the supervisor's contact information.
- (2) You will complete 150 hours of work for three (3) hours of academic credit.
- (3) Describe your job tasks/assignments/responsibilities. This should include a timeline summarizing the proposed schedule each week (required for interns that will rotate between different departments/areas).
- (4) State your learning goals\*. These should relate to concepts you have learned in one or more of your business courses. Between three and five learning goals are suggested.

**\*\*See page 9 for example of learning goals for each degree program.**

## Examples of Learning Goal

### Accounting Learning Goals

- Use technical accounting knowledge learned in class to prepare tax returns for clients or to research tax questions for clients.
- Use technical accounting knowledge to work as an audit team member; this involves audit testing and documentation of work completed in the audit working papers.
- Use accounting knowledge to record journal entries, to prepare summary reports, and to analyze accounting results.

### BDA Learning Goals

- Select and use appropriate mathematical techniques to conduct an analysis of the organization's data to identify a problem or opportunity and make evidence-based recommendations for dealing with it.
- Effectively communicate the results of an analysis using visualization techniques, clear and jargon-free language, accurate logic and reasoning, and engaging and persuasive body language.
- Use SQL or develop an application for extracting, cleansing, and transforming data in preparation for analysis.
- Use techniques from project management to develop a project plan for conducting a data analysis, improving a business process, solving a problem, or capitalizing on an opportunity. Given sufficient time, execute that plan with appropriate monitoring metrics, leadership, and closure techniques.

### Economics Learning Goals

- Use the knowledge learned in Money and Banking, Business Finance, and Investments I to analyze the company's balance sheet to uncover its capital structure. Considering its earnings, price to earnings ratio, and future profitability, to analyze whether the firm would be a good investment.
- Use the knowledge learned in microeconomics to conduct an industry analysis to help a business understand the nature of competition and make optimal pricing and production decisions.
- Use econometric techniques to conduct various data analyses and develop a data-driven decision-making process for a business.

### Management Learning Goals

- Use methods of influence, motivation, or negotiation in working with people to accomplish some goal or objective.
- Use effective written and oral communication to convey an idea or persuade others to support a proposal.
- Learn and document how a business process works and identify ways to improve it.
- Be an effective member of a team by contributing knowledge and effort toward accomplishing the team goals, working well with others, offering critical feedback where appropriate, and helping to create a positive atmosphere.

### Marketing Learning Goals

- Use Marketing Research techniques learned in the classroom to conduct marketing research for a business.
- Use knowledge you learned concerning the development of a Marketing Plan in class to actually develop a Marketing Plan for a business.
- Use knowledge you learned concerning the 1) consumer decision making process and 2) how to identify opinion leaders to develop messaging and closing tactics as part of a sales strategy that you develop for a business.

## Internship Experience Report

<b>Save</b> a completed copy of this report for your final paper.	Week # (highlight and underline): 1 2 3 4 5 6 7 8 9 10 / extra credit week# _____ Dates: _____ to _____	
Name of Student		Course #
Company Name		
Name of Intern's Supervisor		Phone:
Intern Information	Cell #:	Email:
<b>Total Hours Worked:</b>	Number of Absences / Reasons:	

### PERIODIC REPORTS

Day/Date	Report of Activities – Experience Gained and Jobs Performed – <i><b>Be Specific!</b></i>
Date: Hours:	
Date: Hours:	
Date: Hours:	
Date: Hours:	
Date: Hours:	
Date: Hours:	
Date: Hours:	

### Summary Report

(Summarize this week experiences and write a response paragraph to those experiences.)

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## Internship Reports

These reports must be organized and submitted according to the internship coordinator's desired schedule as formal reports (typed in Times New Roman 12 pt. Font, double spaced, 1" margins). A minimum of \_\_\_\_\_ pages to a maximum of \_\_\_\_\_ pages in length for each report. Please refer to your internship coordinator for the date these reports are due.

<b>Reports:</b>
<b><u>History:</u></b> Research and document the industry and the history of your place of employment. Include the organization structure of the company / firm.
<b><u>Purpose of the Training:</u></b> Explain why you chose this place of employment as a training site for your internship. Explain how your past experiences or lack of experiences influenced your decision. Discuss how you <u>expected</u> the internship would advance your career goals. (The reality of this will be addressed later).
<b><u>Needed Training:</u></b> What courses that are NOT a part of your major would have helped you during your internship? How could the courses that you completed be improved to assist you during your internship? How could your employer improve your experience through training? Is there any training or preparation that could have been preformed by the intern coordinator that would have better prepared you for your internship?
<b><u>Significance of ATU courses:</u></b> Reference your college catalog and the degree requirements of your major. Explain how each course in your major that you have completed has benefitted you during your internship. Also indicate how you expect them to aid you in your career.
<b><u>Activities Experienced and Value of the Internship:</u></b> Summarize all of the experiences you had during your internship. Explain what benefit you derived from each. Address how you now expect the internship will help you achieve your career goals.

## Internship Final Presentation

An intern **may be** required to give a formal business presentation at the end of the term as scheduled by the coordinator. The presentation should be organized, accurate, concise and complete. The intern should speak with power and positive attitude. The objective of the presentation is to convince the listeners that the training received during the internship was a valuable part of your professional development and one that brings you closer to your career goals. This presentation will be presented to other students, alumni and/or industry professionals.

Students will be contacted after mid-term concerning scheduling of presentation. *Tentative* presentation dates are:\_\_\_\_\_. If a student elects to present after the last day of presentation then he/she will receive an Incomplete (I)\* for the course. It will be the student's responsibility to meet with the coordinator at the beginning of fall term to make arrangement for the presentation.

*\*Note: Incomplete grades become the responsibility of the student to make-up any outstanding assignments. A student has one academic year to make-up the work. If not completed the "I" will become an "F".*

<b>Presentation requirements:</b>	
<b>Dress:</b> Business casual (no jeans, t-shirts or flip flops).	
<b>Time limits:</b> 8 to 10 minutes, plus 2 minutes for questions	
<b>Visual Aids:</b> Use of photographs and summary slides in a power point presentation to create a thorough understanding in the minds of the listeners. Avoid video clips.	
<b>Content:</b>	<u>History</u> – research and document the history of the employment site. (approx. 1 minute)
	<u>Purpose of the internship</u> – explain why you chose this employer. Explain how your past experiences (or lack of experiences) influences your decision. Discuss how you expect the internship will advance your career goals. (approx. 2 minutes)
	<u>Activities experienced</u> – summarize all of the experiences you had during the internship. Explain what benefit you derived from each of them. (approx. 6 minutes)
	<u>Value of the internship</u> – Address how you now expect the internship to help you towards your career goals. (approx. 1 minute)
<b>Prior to presentation</b>	Save and bring presentation on a USB Drive.
	Become familiar with the room, the presentation equipment, the lights and the room's sound quality (audience's ability to hear).
<b>Day of presentation</b>	Arrive at least 30 minutes early to assigned room.
	Submit Final Report on " <b>Summary of Activities Experienced and Value of the Internship</b> " and any outstanding assignments. <b>DO NOT FORGET TO BRING EMPLOYER'S PERFORMANCE EVALUATION.</b> Note: Points will be deducted for any late reports or assignments. No reports or assignments will be accepted after the day of the presentation unless prior arrangement have been made with the coordinator.