

## Bachelor of Business Administration MGMT 499 – Internship

### Applicant Requirements

Internship candidates must meet the following requirements:

1. Have completed a minimum of 75 credits, including at least six upper-level credits in the student's concentration of study; and
2. Maintained a minimum GPA of 3.0 in their last full-time academic year.

### APPLICATION PROCESS

Students will submit their Application Form to the BBA Academic Advisor who will review their academic plan and eligibility. If the student's application is approved, the student will then identify a suitable internship sponsor and Supervising Instructor; then the Application Form and Registration Form for Directed, Independent Studies or Senior Project to their Supervising Instructor for completion and to create Learning Objectives and a proposed work schedule. Students submit the four documents to the Department Chair for signature. All signed forms and supporting documents must be submitted to the Dean of the Faculty of Management for final approval.

### Note

Internships will not normally be permitted during the summer months. It is each student's responsibility to find an appropriate position. Internship hours may be paid or unpaid work and paid internships are preferred and encouraged. A minimum of eight to ten learning objectives for the internship will be agreed upon between the Supervising Instructor and the student.

The student will arrange a meeting with Supervising Instructor and the internship sponsor before the internship starts. At this stage, the student and the internships sponsor will agree on the proposed schedule and internship objectives. Regular meetings will be held as the internship proceeds. Any union jurisdictions in the workplace must be respected.

Completion time is to be within six months, with a minimum of 200 hours of experience for the six-credit internship. The student will maintain a weekly log of hours worked and tasks assigned.

At the end of the internship, the student will submit a minimum 7,500-word report linking learning objectives to work experience. Attached to the report should be copies or samples of all work that the student produced during the internship. These could include (but are not limited to): marketing plans, websites, advertising campaigns, human resource plans, e-commerce strategies, and working papers.

On completion of the internship, an evaluation from the internship sponsor is required that outlines the tasks performed and provides feedback on the objectives of the internship which must also include an assessment of each learning objective.

## **Bachelor of Business Administration MGMT 499 – Internship**

### **Information for BBA Internship Sponsors (Employers)**

The VIU Faculty of Management is eager to involve the business community within our region in sponsoring student interns. The internship consists of 200-hours of unpaid placement within a business. The intent is that the student will be exposed to a variety of tasks suitable for a fourth-year business student. In the past, students have participated in internships in the areas of marketing, management, finance and accounting with tasks that include the development of marketing plans, human resources plans, e-commerce strategies, websites and financial statements.

For internship sponsors, internships are a way to provide a highly educated and motivated labour source with an opportunity to apply their skills and knowledge, as well as a way to work with new hires before making an offer of employment. Interns also provide the opportunity to initiate projects on the 'to-do' list and to undertake short-term endeavours. The program can lend relief for an organization's permanently-staffed professionals to perform other tasks in peak or normal periods and to act in supervisory roles.

Students benefit from the program as they gain valuable work experience, making them more productive after graduation.

Through these internships, Vancouver Island University receives feedback on the quality and relevance of its programs to the real business world, as well as information on current trends in the local business community.

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### Internship Plan Requirements

#### OVERVIEW

According to the BBA MGMT 499 Internship requirements, students and the internship sponsor must agree on a proposed schedule and objectives for the internship. A minimum of eight to ten learning objectives for the internship will be agreed upon between the Supervising Instructor and the student.

An Internship Plan is a report that will document the learning objectives and other aspects of the internship to demonstrate the intentions for an effective internship experience that meets practical and academic requirements. The information below outlines the expectations for the appearance, structure, and content of the internship plan.

#### GENERAL INSTRUCTIONS and FORMAT INFORMATION FOR INTERNSHIP PLAN

##### Submission and Approvals

The plan must be submitted to the Supervising Instructor for approval. The plan and the internship proposal document will then be submitted to the departmental chair for approval. This should take place prior to the beginning of the internship.

##### Writing and Formatting

The report should follow regular expectations for writing according to the Faculty of Management (Business) policy on English Standards:

Assignments must be free of spelling, punctuation and grammatical errors. Assignments containing such errors will be penalized (i.e. mark deductions).

Additionally, this report should be typed, New Times Roman/Cambria 12pt font, double-spaced and submitted in hard copy, stapled; no covers or folders. Report must include a title page with course name, title of assignment, date and student's name.

##### Referencing

Faculty of Management (Business) requires the APA style of referencing for academic papers. Resources for using APA are available from the VIU Writing Centre (Library, Room 474). You can find access to online student resources (including tutorials and a printable Quick Guide) at the [Writing Centre](http://sites.viu.ca/writingcentre/) <http://sites.viu.ca/writingcentre/>.

##### Academic Conduct

As with any written work submitted by the student, appropriate academic conduct is expected. Details are set out in the Student Conduct Code and Student Academic Code of Conduct Policies in the current Vancouver Island University calendar. The complete policies are located online at: <http://www.viu.ca/policies/policies-index.asp>.

## ORGANIZATION AND CONTENT

The information below provides the recommended structure for the Internship Plan. Students are encouraged to discuss alternative approaches with their Supervising Instructor.

### Basic Elements

The report should include the following elements. Each element (except the Title Page) should have a top-level heading to begin the section. Sub-sections and sub-headings should be used as appropriate to further structure each section.

1. Title Page
2. Table of Contents
3. Introduction
4. Internship Focus
5. Learning Objectives
6. Academic Report
7. Proposed Deliverables
8. Proposed Schedule
9. Log of Activities (Sample)
10. Resources
11. Bibliography (if necessary)

The Table of Contents, Overview, and Bibliography (if present) sections should each begin on a new page.

### Element Descriptions

**Introduction:** A brief introduction to the internship, its purpose, and an outline of the report.

**Internship Focus:** A discussion of the focus of the internship (the overall purpose) and a description of the opportunity. This section should summarize the intended learning for the internship and the expected value delivered to the internship sponsor.

**Learning Objectives:** This section lists the 8-10 learning objectives for the internship. These objectives should be student-focused and demonstrate the value for the student in support of their academic studies. Point form may be used.

**Academic Report:** A brief description (1-2 paragraphs) of the responsibility to write and submit a 7500 word (minimum) report that links learning objectives to their work experience.

**Proposed Deliverables:** Includes a description of the primary deliverables for which the student will be responsible to the internship sponsor. This section provides an overview of the work that the student will be engaged in and for what they will be accountable. Point form may be used.

**Proposed Schedule:** A table showing the initial schedule of activities and dates for completing the internship, including: start and end dates, key milestones for deliverables, and relevant notes. The schedule should be reviewed with both the Supervising Instructor and the internship sponsor prior to inclusion in the plan.

**Log of Activities** (*Sample*): A table showing the intended structure for the required logging of weekly activities. Such a log should include the date (logged weekly at a minimum) and a list of activities for the time period, hours, and any additional comments. It is suggested that students use the comments section to indicate which learning objectives are supported by the activity logged.

**Resources:** A list of expected resources, each accompanied by a brief description, which will be of value to the student for an effective internship. This may include (but is not limited to) courses and texts, individuals, professional associations, and knowledge sources. The resources should be specific and relevant to the internship.

**Bibliography** (*if necessary*): A complete list of sources used to provide academic support for the plan should be included using APA referencing.

# Bachelor of Business Administration

## MGMT 499 – Internship

### Final Academic Report Requirements

#### OVERVIEW

According to the BBA MGMT 499 Internship requirements, at the end of their internship the student is required to submit a 7,500 word (minimum) report that links learning objectives to their work experience. The information below outlines the expectations for the appearance, structure, and content of this report.

#### GENERAL INSTRUCTIONS AND FORMAT INFORMATION FOR FINAL ACADEMIC REPORT

##### Due Date

The due date will be the official last day of the internship but the specific date should be arranged between the intern and the Supervising Instructor.

##### Writing and Formatting

The report should follow regular expectations for writing as per the Faculty of Management (Business) policy on English Standards:

Assignments must be free of spelling, punctuation and grammatical errors. Assignments containing such errors will be penalized (i.e. mark deductions).

Additionally, this report should be typed, New Times Roman/Cambria 12pt font, double-spaced and submitted in hard copy. Include a title page with course name, title of assignment, date and your name; staple and no covers or folders please.

##### Referencing

Faculty of Management (Business) requires the APA style of referencing for academic papers. Resources for using APA are available from the VIU Writing Centre (Library, Room 474). You can find access to online student resources (including tutorials and a printable Quick Guide) at the [Writing Centre](http://sites.viu.ca/writingcentre/) <http://sites.viu.ca/writingcentre/>.

##### Academic Conduct

As with any written work submitted by the student, appropriate academic conduct is expected. Details are set out in the Student Conduct Code and Student Academic Code of Conduct Policies in the current Vancouver Island University calendar. The complete policies are located online at: <http://www.viu.ca/policies/policies-index.asp>.

## ORGANIZATION AND CONTENT FOR FINAL ACADEMIC REPORT

The information below provides the recommended structure for the academic report. Students are encouraged to discuss alternative approaches with their supervising faculty member.

### Basic Elements

The report should include the following elements. Each element (except the Title Page) should have a top-level heading to begin the section. Sub-sections and sub-headings should be used as appropriate to further structure each section.

1. Title Page
2. Table of Contents
3. Introduction
4. Internship Focus and Opportunity
5. Learning Objectives
6. Summary of Major Deliverables/Contributions
7. Reflection on Learning
8. Summary
9. Bibliography
10. Appendices

The Table of Contents, Introduction, Bibliography, and Appendices sections should each begin on a new page.

### Element Descriptions

**Introduction:** A brief introduction to the purpose and outline of the report.

**Internship Focus and Opportunity:** A discussion of the focus of the internship (the overall purpose) and a description of the opportunity. This section should include information about the internship role, duties, activities, and deliverables, the sponsor organization and primary sponsoring individual.

**Learning Objectives:** This section represents the primary content for the report. A brief introduction to the nature of the particular learning objectives for this internship should be followed by a dedicated discussion of each learning objective on how it was experienced during the internship work. Theoretical support should be provided by academic sources where appropriate.

**Summary of Major Deliverables/Contributions:** A description of each of the major deliverables achieved during the internship and their impact (or intended impact) upon the organization.

**Reflection on Learning:** A discussion of the important personal learning experienced during the internship that goes beyond the learning objectives. It is meant to capture the impact of the internship on the student. This section is based upon the student's own assessment of their learning throughout the work experience. It could include unplanned and unexpected insights and discoveries about the work, organizational life, and/or the student's experience. The use of a journal is recommended as both a tool for the reflection, and for documentation.

**Summary:** A brief summary of the key achievements and learning from the internship.

**Bibliography:** A complete list of sources used to provide academic support for your writing should be provided using APA referencing.

**Appendices:** As per the BBA Internship requirements, “Attached to the report should be copies or samples of all work that the student produced during the internship. These could include (but are not limited to): marketing plans, websites, advertising campaigns, human resource plans, e-commerce strategies, and working papers.” This is best achieved by including them at the end of the report, each one as a separate, lettered, Appendix (i.e. Appendix A, Appendix B). The appendix items should be listed in the table of contents.