

**TOWSON UNIVERSITY**  
**College of Business and Economics**  
**Department of e-Business and Technology Management**

**EBTM 497 – EBTM Internship**

**Eligibility**

The Department of e-Business & Technology Management requires that students have completed 85 credit hours of coursework, as well as the introductory course in their area of concentration (\*\*\*) prior to beginning an internship. In addition, students must have a minimum cumulative grade point average of 3.0 to be eligible for an internship.

**General Advisory**

Students who are planning on enrolling in EBTM 497 should be forewarned that the course is not a “freebie,” a “gut,” or easy credit. Students should expect challenging job responsibilities and rigorous course assignments related to their internship. The academic side of the internship will require a tremendous amount of thought and analysis presented in the form of written reports.

Students should also be aware that learning on the job is radically different from what they are used to in the traditional classroom. With an internship, it is the responsibility of the student to actively manage his/her own learning/development process. This is clearly different from a classroom where the instructor takes the responsibility for learning and development. While the faculty coordinator and immediate supervisor at work are always available for consultation, neither will be directly overseeing the “nitty gritty” of the student’s experience. Students enrolling in EBTM 497 should feel comfortable taking initiative, asking for assistance, and confronting problem issues when they arise. Otherwise, the work experience will be of very limited value.

**Objectives**

Prior to beginning your work assignment you will be required to develop a list of objectives for your internship employment experience. These objectives will serve as the guidelines/foundation for your internship assignment; everything that happens related to your internship will extend from these objectives.

These objectives are to be discussed and set in conjunction with your immediate work supervisor. Together the two of you should develop a written statement that bears both of your signatures. The objectives you develop should be specific and related to employment-related skilling and/or behaviors. You must also determine how your progress in meeting these objectives is to be evaluated and measured. Be sure to develop specific and measurable means of evaluation that both you and your supervisor agree upon. These objectives must be submitted to and approved by your faculty coordinator prior to the start of the internship.

**Guidelines**

The guidelines below have been developed to assist students in meeting the requirements for the academic component of their internships. The overall evaluation of the student will be based on two separate components; the weekly log or journal the student submits to the sponsoring faculty member, and the final paper the student submits to the sponsoring faculty member. Students must perform at a minimum level of “satisfactory” on EACH of these components in order to receive academic credit for the internship.

In addition students must prepare an evaluation through the CBE Director of Professional Experience and provide a letter to future students who might be considering the internship that discusses your overall experience and provides them with realistic expectations. These two requirements are submitted to the CBE

Director of Professional Experience. The Weekly Log (Journal) and Final Report (Reflective Report) are submitted to the sponsoring faculty coordinator. The requirements for these two components of the internship are detailed below.

### **Weekly Log (Journal)**

Each student will be required to maintain a log or journal that details specific aspects of the internship experience. Students are required to make detailed entries in this log on a weekly basis related to four major areas of the internship. These entries are to be **submitted as “progress reports”** to the sponsoring faculty member **on a weekly basis**.

#### Area 1

Describe the progress/actions that were made during the week toward the overall objectives of the internship and the goals/plans that had been set during the previous week. Detailed accounts of behaviors, meetings, projects, accomplishment, obstacles, etc. should be presented here.

#### Area 2

Assess your interpersonal relationship with others on the job during the past week. Describe encounters with coworkers, your immediate supervisor, higher-ups, or corporate staff personnel that impacted any of your attitudes, behaviors, or work-related performance. Assess levels of collegiality, conflict, teamwork, etc. and relate them to your ability to pursue your work-related objectives. Describe the implications of what you learned in this area for your future relationship and behavior.

#### Area 3

Describe specifically what you learned during the week. You should comment on specific job-related skills as well as things you learn about yourself, your prospective career, your employing organization, and organizations in general. An effective internship will result in your learning something new or something that causes you to modify your existing knowledge throughout the duration of the employment relationship.

#### Area 4

State the goals/plans you have for the coming week. Here you should detail what you hope to accomplish and how these plan related to your overall objectives.

At the end of this document in Appendix A, you will find a copy of a structured weekly log form that you will use to submit to your faculty sponsor each week.

### **Final Paper (Reflective Report)**

At the conclusion of your internship, you will be required to write a final paper that describes and analyzes the internship employment experience. This paper will be due no later than one week after the final day of work and should contain the major sections as delineated below. Be aware that you do not have to wait until the end of the work assignment to begin working on this paper. You should work on and develop it on a weekly basis as you prepare the entries for your log.

#### Section 1 – Descriptions

Describe the organization in which you were employed, identifying its product(s) and/or service(s), size, location(s), number of years in operation, mission and strategy, and any other information that establishes the overall identity of the organization.

Describe the department in which you worked, identifying the number of people in it, and the overall responsibilities of the department. Explain in detail the importance of the department and how the department contributes to the overall operation of the organization.

Describe the position you held, identifying your job responsibilities and providing a job description for your position. Explain how your position contributes/contributed to the overall performance of the department.

### Section 2 – Objectives

Attach a copy of the objectives statement signed by you and your supervisor. Discuss each of these objectives at length and the extent to which they were achieved. You may wish to include an appendix which provides documentation of specific, tangible accomplishments (reports, memos, etc.). Discuss the critical factors that allowed you to achieve objectives as well as the obstacles you encountered in pursuing these objectives.

### Section 3 – Personal Growth

Explain in-depth the steps you took to maximize the internship learning experience. Describe the behaviors you engaged in and the actions you took that displayed active management of the work assignment (for example, asking for more challenging work assignments, requesting meetings, etc.). Describe how specific individuals responded to your efforts in this regard and explain what you learned through this process.

### Section 4 – Relevance of Internship

Explain the relevance of your internship to your career objectives (both pro and con), commenting on what you learned about your specific career, your organization, “the industry,” and most importantly, yourself.

Explain the relevance of your internship to your academic coursework to-date, commenting on the specific areas of academic study you were able to apply and/or those areas of academic study for which you have a heightened appreciation.

### Section 5 – Reflections

Consider what you would do differently if you were to pursue this internship again from scratch. Describe specifically how you would do things differently (behavior) as well as explaining why you would do things in this manner and the expected outcome(s).

### Section 6 – Optional

You should feel free to include any additional information that you feel is pertinent to understanding your internship. While this section is not by any means required, the unique nature of each internship combined with each individual student’s understanding and perception of it makes it possible that the four sections outlined above might not provide a complete forum for students to express their view, interpretations, feelings, or opinions.

### **Employer Evaluation Form**

At the end of your internship, you will have your employer fill out an evaluation form and submit that along with your Final Paper. A copy of this employer evaluation form can be found at the end of this document in Appendix B.

# EBTM 497 Internship Approval Form

Students are required to work a minimum of 120 hours in an actual professional business environment. Internship must relate to student's concentration. Pre-requisites: 3.0 GPA and successful completion of MKTG 341, MNGT 361, FIN 331.

E-Business Major: should also complete EBTM 311.

PMBA Track: should also complete EBTM 443.

Departmental consent is required.

\_\_\_\_\_ **Fall** \_\_\_\_\_

\_\_\_\_\_ **Spring** \_\_\_\_\_

\_\_\_\_\_ **Summer** \_\_\_\_\_

**PRINT CLEARLY:**

Name: \_\_\_\_\_ Student ID#: \_\_\_\_\_

E-mail Address : \_\_\_\_\_

Telephone Numbers: (local) \_\_\_\_\_ (permanent) \_\_\_\_\_

**PRINT CLEARLY:**

I will be taking my EBTM 497 Professional Experience Internship with:

Organization: \_\_\_\_\_ Location \_\_\_\_\_

Supervisor: \_\_\_\_\_ \*E-mail address: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

**HOW YOU ACQUIRED THE INTERNSHIP:**

\_\_\_\_\_ Internship through TU Career Center's Hire@TU listings.

\_\_\_\_\_ Internship on my own.

\_\_\_\_\_ Internship through TU Match (CBE e-Newsletter)

**GETTING INTERNSHIP APPROVED:**

Bring this form and your internship description (from [Hire@TU](#)) or your type written job description to leave for Department Chair to approve. This application may be denied and you may have to meet with the Director of Professional Experience, if your internship does not meet the academic department's standards.

\_\_\_\_\_

Student's Signature

\_\_\_\_\_

Director of Professional Experience Signature

\_\_\_\_\_

Chair's Signature

(For office use only) Special Permit Given for 497 Section \_\_\_\_\_ for \_\_\_\_\_ Semester

Notes:



## Appendix B

EMPLOYER'S FINAL KSA PERFORMANCE EVALUATION OF \_\_\_\_\_  
 (Please Print)

Dear Employer:

The College of Business and Economics (CBE) understands the need for its graduates to be broad-based and ready to perform immediately upon entering the job market, both as individuals and in teams. Therefore, its curriculum contains concrete, measurable and attainable objectives throughout. As a result, each CBE graduate is expected to perform successfully in eight areas of Knowledge, Skills and Attitudes (KSAs) as listed below. Please rate your intern's performance only on the KSAs that apply to his/her job that you or others in your organization have had an opportunity to observe.

The Rating Scale is: 3 = EXCELLENT; 2 = SATISFACTORY; 1= POOR; N/A = Not Applicable

N/A ratings do not adversely impact the overall evaluation score. After rating the student on their KSAs, please describe the student's performance as an intern, as if you were grading the student in a course. At which level did the student perform "A," "A-," "B+," "B," "B-," "C+," "C," or "F?" Circle one grade. Please also provide any constructive comments you may have. In addition, please provide specific feedback for any 1's you checked off above. (Continue on an additional sheet if necessary.)

<b>ACCREDITED BUSINESS KNOWLEDGE</b>		<b>3</b>	<b>2</b>	<b>1</b>	<b>N/A</b>
1.	Know, apply, and integrate the content of one's major				
<b>COMMUNICATION</b>		<b>3</b>	<b>2</b>	<b>1</b>	<b>N/A</b>
2.	Write articulate, persuasive, and influential reports, proposals, letters				
3.	Make articulate, persuasive, and influential oral presentations				
4.	Develop graphic, spreadsheet, and financial analysis to support position taken				
5.	Engage in active listening in individual and group settings <b>(please see next page for explanation of evaluation)</b>				
5.1:	Acquire and Analyze Information				
5.2:	Follow Directions				
<b>THINKING: CRITICAL and CREATIVE</b>		<b>3</b>	<b>2</b>	<b>1</b>	<b>N/A</b>
6.	Identify problems and/or opportunities using cross disciplinary concepts.				
7.	Generate and evaluate feasible alternatives				
8.	Develop comprehensive, justified conclusions and recommendations using qualitative and/or quantitative tools				
<b>TECHNOLOGY</b>		<b>3</b>	<b>2</b>	<b>1</b>	<b>N/A</b>
9.	Use general and discipline specific software for state-of-the-practice business applications.				
<b>LEADERSHIP and TEAMWORK</b>		<b>3</b>	<b>2</b>	<b>1</b>	<b>N/A</b>
10.	Focus on goal achievement				
11.	Guide team towards the achievement of common goals.				
12.	Maintain group cohesion, follower satisfaction, and efficient operations				
<b>ETHICS and VALUES</b>		<b>3</b>	<b>2</b>	<b>1</b>	<b>N/A</b>
13.	Display ethical conduct and honor system behavior				
14.	Apply ethics in business decision-making, considering impact on multiple stakeholders				
<b>ATTITUDE and PRACTICAL EXCELLENCE</b>		<b>3</b>	<b>2</b>	<b>1</b>	<b>N/A</b>
15.	Be attentive, proactive and ready to learn <b>(please see next page for explanation of evaluation)</b>				
15.1:	Attendance				
15.2:	Materials				
15.3:	Preparation				
15.4:	Posture & Attentive Behavior				
15.5:	Initiative				
16.	Meet commitments and complete tasks according to assigned requirements <b>(please see next page for explanation of evaluation)</b>				
16.1:	Follow Directions				

16.2:	Quality & Completeness				
17.	Treat others with respect, show sensitivity to their views, values and customs	<b>(please see next page for explanation of evaluation)</b>			
17.1:	Treat All People With Dignity and Respect				
<b>EMPLOYABILITY</b>		<b>3</b>	<b>2</b>	<b>1</b>	<b>N/A</b>
18.	Show evidence of a quality, mentored, reflective professional experience				
19.	Demonstrate effective job search; career portfolio, resume and interview skills				
20.	Assume responsibilities for one's own career management and goal setting				
<b>Total Score (completed by course instructor)</b>					

**Guidelines for item number 5, 15, 16 and 17. Please use this guideline to assess the student.**

**5) Engage in active listening in individual and group settings**

Criteria	Excellent (3)	Satisfactory (2)	Poor (1)
<u>Acquire and Analyze Information:</u> Acquires and analyzes knowledge from others through listening	Interprets meaning through hearing and listening, and identifies speaker's purpose and point of view, evaluates and interprets information, and applies information to a specific purpose or task.	Extracts ideas and information through hearing and listening, and identifies purpose and point of view, and applies information to a specific purpose or task.	Fails to collect sufficient information through hearing and listening, unable to identify speaker's purpose and point of view, demonstrates little or no evidence of understanding information.
<u>Follow Directions:</u> Gains knowledge of multi-step instructions from others through listening	Always hears and internalizes multi-step instructions, draws inferences from these instructions, and formulates logical conclusions.	Consistently hears and internalizes multi-step instructions, seeks clarifications when necessary, and draws inferences from these instructions.	Rarely follows multi-step instructions and often needs to have them repeated before attempting to carry them out.

**15) Be attentive, proactive and ready to learn**

Criteria	Excellent (3)	Satisfactory (2)	Poor (1)
<u>Attendance</u>	Always ready to begin work at the appointed time.	Frequently ready to begin work at the appointed time.	More than a few unexcused absences. Often late.
<u>Materials</u>	Always has the necessary tools, materials, and information necessary to complete task.	Frequently has required materials and information to complete the task at least 80% of the time,	Frequently (80% of the time) does not have the required materials and information necessary to complete task.
<u>Preparation</u>	Always anticipates issues to be discussed and reviews relevant notes and information that will be helpful.	Well prepared, shows careful preparation to discuss most issues that may arise.	Little or no preparation exhibited.
<u>Posture and Attentive Behavior</u>	Usually sits upright, leaning forward, directed toward the speaker, work materials, or activities. Not easily distracted.		
<u>Initiative</u>	Takes initiative by demonstrating leadership qualities at all times.	Takes initiative by demonstrating leadership qualities most of the time.	Seldom takes initiative or show leadership qualities.

**16) Meet commitments and complete tasks according to assigned requirements**

Criteria	Excellent (3)	Satisfactory (2)	Poor (1)
<u>Follow directions:</u> Gains knowledge of multi-step instructions	Always learns and internalizes multi-step assignment instructions, determines stated and implied goals, formulates logical plan to execute assignment, and ask relevant questions on assignment substance.	Considers assignment instructions, draws some inferences from these instructions, formulates plan to execute assignments, and asks relevant questions.	Fails to understand assignment, only considers the most surface issues raised by the assignment.
<u>Quality and Completeness:</u>	Always submits high quality work that answers all questions and issues presented and shows relevant insights.	Submits high quality work that answers all questions and issues presented.	Missed the point of the assignment, fails to meet basic assignment requirements.

**17) Treat others with respect; show sensitivity to their views, values and customs**

Criteria	Excellent (3)	Satisfactory (2)	Poor (1)
<u>Treat All People Fairly, with Dignity and Respect</u>	Treats everyone with personal dignity and respect, no matter what their role or responsibility. Shows deep cultural awareness and sensitivity and actively reaches out to build productive relationships. Recognizes that colleagues and customers are entitled to work in an environment free of verbal, physical and sexual harassment.	Treats everyone with personal dignity and respect, no matter what their role or responsibility. Recognizes that colleagues, customers are entitled to work in an environment free of verbal, physical and sexual harassment	Does not show basic civility and makes judgments heavily influenced by stereotypes and bias; refuses to make efforts to understand others.

If you had a position available, would you hire this student? \_\_\_\_\_ Yes      \_\_\_\_\_ No

Compared to other interns, how would you rate this intern?      Excellent      Good      Moderate      Poor

How would you grade this student?      A (100 -90%)      B (90 -80%)      C (80-70%)      D (70 – 60%)      F (60% and below)

Please provide us with additional comments on this intern \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Thank you for enabling one of our students to be part of your organization. Internships are one of the best ways our students directly experience the world of work. We hope that he/she made useful contributions to your organization.

Sponsor: \_\_\_\_\_ Date: \_\_\_\_\_

Student: \_\_\_\_\_ Date: \_\_\_\_\_