Goal: To provide the internship experience to every eligible Business student who wants to have an internship during his or her studies.

Purpose: To enhance and supplement the classroom learning experience in the College by affording the student the opportunity to work in a functioning business environment and to see the application of concepts and tools.

Employer Role: The internship is viewed as a mutually beneficial arrangement. As such it requires a commitment on the part of the employer to expose the student to a variety of learning experiences, require research and creativity at a level expected from an entry level employee, explain business concepts behind functions, and generally mentor to maximize the benefit to the student.

Internship duration/timing: A student can obtain an internship during a regular semester or summer as temporary or full-time employment. From the employers standpoint there should be value added that results in a desire to repeat the process as their business conditions allow/require.

Qualifying employment: The employment position assumed by the student intern must be of a type and level as the job the student might seek as a graduate of the College. It must be managerial or professional in nature or at least equivalent to that which a trainee might assume upon accepting full-time employment with the organization.

Paid internships: There is a strong preference that internship positions be paid positions. A paid internship encourages the employer to make full and productive use of the student intern, helps to assure that the student intern performs to standards set for other employees, confers legitimacy upon the student intern in the eyes of others, and avoids problems with the student intern having access to private or sensitive information.

Unpaid internships: The internship learning experience can also be satisfactory in organizations that do not provide interns with a salary (in not-for-profit organizations, for example). Unpaid internships, provided that they are acceptable on all other criteria to the student, faculty sponsor, division director, and employer, are permissible under the College’s internship program.

Academic credit: The student intern may earn a maximum of three hours academic credit in conjunction with the internship. Academic credit is awarded only for the academic work completed in conjunction with the employment. Academic work includes time spent observing, reading, researching, and writing academic reports required for the internship.

Employer Evaluation: It is the student’s responsibility to see that the employer evaluation form is completed and returned to the faculty sponsor at the conclusion of the internship. Failure to do so can affect the grade received for the course.

Guidelines / Requirements: It is the student’s responsibility to see that all forms and requested material be submitted in a timely fashion. Failure to do so may prevent the student’s ability to enroll and / or affect the grade received for the course.
East Carolina University College of Business
Undergraduate Internship Program
Undergraduate- BUSI 4001 / 4002 / 4003

Students completing the requirements for an approved internship will receive 1, 2, or 3-semester hour’s credit in BUSI 4001 / 4002 / 4003 as determined by the College of Business. The degree of credit may serve as a quantitative or qualitative elective with the amount of credit based on the numbers of hours worked throughout a semester:

- 50 – 100 hours worked = 1 credit hour (BUSI 4001)
- 100 – 150 hours worked = 2 credit hours (BUSI 4002)
- Over 150 hours worked = 3 credit hours (BUSI 4003)

Academic credit is awarded only for academic work completed in conjunction with the employment and includes time spent observing, reading, researching, and writing reports required for the internship.

All internships must be approved by the designated faculty member prior to its undertaking. The student must meet first with a member of the professional staff in the College of Business Career Services Office to pick up an internship application and to discuss the broad parameters of the internship. A completed Job Description from the Employer should be returned to the College of Business internship co-coordinator for review before any approval is granted. The internship does not have to be part of any regular training program that compensated employees undertake, although such training might qualify.

The internship should be viewed as a mutually beneficial arrangement. As such, it requires a commitment on the part of the employer to expose the student to a variety of learning experiences. This should include research and creativity requirements at a level expected from an entry level employee, explain business concepts behind functions, and mentoring to maximize the benefits to the student.

The two primary objectives when undertaking an internship and receiving credit are:

1. To clarify students’ understanding and increase their mastery of business concepts in settings outside the physical classroom and in addition to the formal educational process. The classroom is limited in its ability to expose students to real world business practices. An internship allows students to be involved in the operational routine of the business community, to put into practice the concepts learned in the classroom, and to observe others who apply this knowledge on a daily basis.

2. To expand the students’ knowledge base upon which they will build from in the future and to enhance their understanding of material already learned in the classroom. The internship should provide the student with a series of educational opportunities that introduces information not previously encountered through their classroom training.

COURSE OBJECTIVES

In light of these two objectives and in order to receive credit, any internship undertaken by a student must include each of the following:

1. The student should receive as much “hands on” experience as is practical and permissible in the organization in which the internship is being offered. Students are expected to provide investigative, consulting, and research time to the organization.
2. Any research and consulting opportunities should allow the student to obtain new knowledge or skills through an investigative or applied project.
3. Salient readings may be suggested by the organization.
4. The opportunity to provide a written report and oral presentation to the employer (if requested), the designated faculty member and other interested parties as determined by the designated faculty member overseeing the internship.
The intern will complete the following at the conclusion of the internship:

1. A notebook to include the following:
   - Written report double spaced (5 page minimum) and should include:
     - An executive summary (overview of the company and the internship experience)
     - Introduction to the circumstances that lead to the internship
     - Analysis of the external and internal environment at the organization
     - Core competencies (section devoted to the organization’s niches / what the organization is known for)
     - Evaluation (statement of the problem or problems)
     - Solutions
     - Recommendation
     - Personal reflection of the overall internship experience

2. Oral presentation by the student to all principal parties if so desired by the internship coordinator and/or designated faculty member.

3. An evaluation from the person within the organization designated as the principal contact for the internship. The evaluation should summarize the student’s contribution to the organization and the performance level achieved. **(See form on page 5)**

**GRADING**
The designated faculty member will assign the grade for students participating in the "for credit" internship program and will take the evaluation letter received from the participating organization under advisement when determining the final grade for the student. All writings from the intern are expected to meet college level standards (structure, grammar, etc) and will be a part of determining final grades.

**SIGNATURE**
I have read, understand, and agree to the conditions and requirements necessary to receive credit for my internship as stated in this document. I understand that in order to receive credit for my internship, I must pay tuition for the number of credit hours received by the semester’s tuition due date. Furthermore, I acknowledge my ECU e-mail address as primary form of communication between the university and myself and will check for messages daily.

Name of Internship Organization:

Semester to receive credit: _______ Spring _______ Fall _______ 11 week Summer

Credit Hours Received: **(Check one)**

- 1 hour (**BUSI 4001**) 
- 2 hours (**BUSI 4002**) 
- 3 hours (**BUSI 4003**) 

I have participated in the College of Business Internship Program for credit in a previous semester

Yes: ❑ No: ❑

Which semester and year:

Print Name: __________________________________________  Phone: _________ 
Banner #: ________________________________
Student Signature: ____________________________ Date: ____________
Internship Advisor: __________________________  Date: ____________
Department Chair (If applicable): __________________________________ Date: ____________
Academic Advisor: Date:
EMPLOYER JOB DESCRIPTION (To be completed by employer prior to internship)

Name of Intern: ____________________________________________________
Company: ________________________________________________________
Internship Job Title: _______________________________________________
Internship Supervisor: _____________________________________________
Department: __________________________________________________
Address: _________________________________________________________
City: _____________________________ Zip: _______________________
State: __________________________ Zip: _______________________
Work hours per week: _______________ Number of weeks: ______________
Paid: ❑  Unpaid: ❑  Hourly rate: ___________

To be completed by Intern Supervisor:
Please describe the nature of the internship and list essential duties, responsibilities and activities:

Briefly describe the proficiencies and skills to be attained by the student during employment:

I agree to comply with the internship program of the College of Business at East Carolina University and to complete the Intern Appraisal Form at the conclusion of the internship.

Print Name: Phone:

Supervisor Signature: Date:
**INTERN APPRAISAL** *(To be completed by employer at internship conclusion)*

Student name:

List the essential functions and duties of the intern during employment:

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The intern’s overall performance is best described as:


**Performance and Work Habits**

*The performance categories and work habits listed in the following charts are generally applicable to most employment positions. Please provide feedback on the intern’s performance, and cite examples to support your evaluation.*

<table>
<thead>
<tr>
<th>Category</th>
<th>Above Average</th>
<th>Average</th>
<th>Below Average</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of Work</td>
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<tr>
<td>Analytical Ability</td>
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<td>Communication Skills</td>
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<td>Team Work Skills</td>
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<td>Computer Skills</td>
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<tr>
<td>Attitude</td>
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</tr>
</tbody>
</table>

**Areas for Improvement**

In consideration of the intern’s total performance, please identify any potential areas for improvement.

What skills could the student acquire to increase his/her value to your organization?

Print Name: Phone: 
Supervisor Signature: Date:

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College of Business Center for Student Success  
Career Center Office  
Bate Building, Suite 3016  
252-737-1236- Office 252-737-1514- Fax  
cobcareers@ecu.edu / www.ecu.edu/cs-bus/careers