



**Internship Course Syllabus for Bus 497, Bus 498, Bus 493,  
Acct 497, Acct 498, Econ, 493, Econ 497, Econ 498**

**Internship Director:** Ricardo Boeing  
CPS 427 Phone 715-346-2736 [rboeing@uwsp.edu](mailto:rboeing@uwsp.edu)  
Office hours: Wednesdays, 10AM -2PM (CPS 427)  
Cell phone (text messages are welcome): (715) 869-2159

**Course Description:** Supervised training work in a cooperating agency or business.

**Course Prerequisite:** Consent of Internship Director.

**Course Objectives:** This for-credit internship experience in your major provides hands-on learning in accounting, business administration or economics. You will be required to integrate knowledge from your courses into the job experience and at the end of the internship you should have a clearer idea as to which career path interests to you. While course numbers differ depending on your major and if the internship is international or domestic, three credits of an elective are possible for all School of Business and Economics Majors.

**Keep in mind that each student should find their own internships. There are several internship databases: Indeed.com; Glassdoor.com; Handshake and communications from the School of Business and Economics. Let the Internship Director know if you need any help with it.**

**Three- Credit (or more) in Major Elective Course Requirements (ACCT 497 section 3 or more; BUS 497 section 3 or more; ECON 497 section 3 or more):** There are five requirements to complete an internship. These are: the final presentation, a daily log, an analysis of the company or organization you worked for, a skill-based resume, and a performance evaluation from your supervisor. Keep in mind that you need **prior** approval for the internship from the Director and then you must register for the course. You cannot earn credits after the job is completed.

**One/two-credit General Education Experiential Learning Requirements (ACCT 497 section 1 or 2; BUS 496 section 1 or 2; ECON 497 section 1 or 2):** You need to fill out the application for to permission to enroll in the course. If you select this option, you need only complete the reflective log assignment detailed in section 2. At the end of your internship turn your log into the Internship Director for grading.

**1. Internship Expo: 30 % of your grade including content and professionalism.** This report details your internship experience in a PowerPoint presentation, which is formatted correctly and is free from spelling errors, to be shown in a cardboard format, in one specific designated day (Tuesday in early December for Fall Internships, in early May for Spring Internships and late September for Summer Internships). You will be required to be there for 2 hours.

- You will cover these content areas:
  - Scope of work performed
  - Relationship of work done to courses you have completed. This could include both what you learned in your classes or things you think should have been covered in your classes that were not.



- What goals did you meet?
  - What goals were unmet?
  - What did you learn about the industry you worked in?
  - What is the biggest challenge facing the company or organization you worked for?
  - What did you learn about business in general?
  - What did you learn about yourself?
- Professionalism includes:
- Dressing appropriately (business casual)
  - Being on time

Failure to cover the content areas or meet the professionalism requirements will result in a grade reduction.

**2. Internship Discussion and comments 30% of your grade (15% for the first discussion and comments/15% for the second discussion and comments).** For this assignment, you are supposed to write two discussion posts. For the first one, you will talk about your expectations and what happened on your first and a half month of work. Also, try to comment about an issue that happened (two paragraphs). For the second one, you will summarize your whole experience, talk about the main points of the internship and what you liked and disliked the most about it (two paragraphs). For each discussion, you are supposed to find at least two posts to comment on. For the first comment, try to address the issue that was brought up by the other student and what you would do. For the second one, try to relate to your own internship and compare it to yours (describe how similar or different it was).

**3. Company or Organizational Analysis: 15 % of your grade.** This research project is a part of environmental scanning to assess a firm's position in the marketplace. It consists of three parts to be completed **in the bullet format**. Do not use full paragraph style. The parts are:

1. Begin with a brief history of the company.
2. Using the SWOT method detail the strengths, weaknesses, opportunities and threats facing the business.
3. Compile a list of the trends impacting the company and the industry it competes in.

Your sources for the company analysis should include information from the various industry publications. The analysis must be referenced. If you use information from a SWOT done by other researchers, you must cite it appropriately and add your own ideas. A portion of the analysis may be useful in your presentation; however, **DO NOT** include the entire SWOT in your presentation. You must include a reference page that correctly follows APA format.

**4. Performance Evaluation: 20 % of your grade.** You will ask your supervisor to complete an evaluation of your performance on the job. Your supervisor will fill out a survey forward it to him by the School of Business and Economics, right before your internship is over.

**5. My internship: 5 % of your grade.** You will submit on canvas:

Picture of you at the internship; Name; Major; How you found out about the internship; Organization; Title; What you did; What you liked; Dream job