



# LINCOLN UNIVERSITY

## BA 398 – MBA Internship Report

### Summer 2013 Course Syllabus

<b>CREDIT HOURS:</b>	3 units (at least 135 hours of internship in a job) and can be extended to another semester with 1 unit
<b>ADVISOR / REPORT REVIEWER:</b>	To be selected by students and approved by the Program Director or the Chief Academic Officer
<b>CONTACT INFORMATION &amp; HOURS:</b>	To be arranged by the report reviewer
<b>COURSE TIME &amp; LOCATION:</b>	Self-Study Internship
<b>PREREQUISITES:</b>	Completion of all MBA coursework, faculty advisor's approval
<b>TEXT &amp; MATERIALS:</b>	Research materials appropriate for the internship selected
<b>REFERENCE MATERIALS:</b>	As internship demands

#### **COURSE DESCRIPTION:**

A written report analyzing the work must be submitted upon completion of the assignment and presented to a committee in the form of a proposal to improve the related business activity. The employment must be directly related to the student's area of concentration, and faculty approval is required. The employer provides an evaluation of the work, and the student should regularly confer with the faculty advisor who grades the report. (3 units) *Prerequisite: Completion of the coursework*

#### **COURSE OBJECTIVES:**

Upon successful completion of the internship report, the student will:

- Demonstrate the application of knowledge gained throughout the graduate program.
- Produce a report that demonstrates critical thought, exhibits a level of analysis appropriate to a Master's degree, and displays a high level of professionalism and competence in its presentation.
- Understand how the new knowledge plays out in their professional growth plans.
- Obtain professional experience on the special topic of study in the real workplace.

#### **COURSE PROCESS AND STRUCTURE:**

1. With the advisor's approval, the student will select an internship and define its scope. The student must fill in and submit the **approval form** (available at the University's Admissions and Records Office) with the advisor's signature.
2. The student must fill in and submit the **progress form** (available at the University's Admissions and Records Office) **twice** during the semester as designated.

3. The report presented upon the completion of the internship will outline:
  - The nature and full description of the internship
  - The internship's relation to the area of concentration
  - Performance evaluation by the employer
  - Observations made during the internship that are applicable to the future career
  - Full analysis of the internship
  - Conclusions
4. Obtain the advisor (report reviewer)'s approval for the report.
5. Schedule a defense/presentation with the advisor and the Records Office at least **two weeks** prior to the date for the planned presentation. Submit the required photocopies of the report.
6. Give an oral presentation to a Graduate Committee.
7. Make all corrections if required or suggested by the Committee, and submit final report.

**EVALUATION:**

Report: 100%

**Grade: CR or NC only**

Each student will complete and submit an internship report, and give an oral presentation to the Graduate Committee for evaluation.

Revised: June 7, 2013

**LINCOLN UNIVERSITY**  
401 FIFTEENTH STREET, OAKLAND, CA 94612  
phone: (510) 628-8010 fax: (510) 628-8012

**MBA INTERNSHIP REPORT (BA 398) APPROVAL FORM**

---

STUDENT'S NAME (first, last)

STUDENT I.D. NUMBER

---

TELEPHONE

E-MAIL

---

CONCENTRATION

CURRENT TERM (Fall, Spring, Summer/yyyy)

---

PERIOD FOR INTERNSHIP

EXPECTED GRADUATION TERM (Fall, Spring, Summer/yyyy)

**1. INTERNSHIP COMPANY NAME AND ADDRESS**

---

---

**2. INTERNSHIP POSITION AND A BRIEF DESCRIPTION OF YOUR DUTIES**

---

---

**3. NAME OF PROPOSED REPORT REVIEWER**

---

Reviewers for the MBA Internship Reports (BA 398) should be selected from the university MBA faculty available for the term (see catalog or website). If you cannot select a reviewer or the person selected by you is not available, please consult the Program Director or the Chief Academic Officer. Please get a printed synopsis of the MBA Internship Report requirements from the Admissions and Records Office. If you decide to change your reviewer or switch from BA 398 to BA 399, you need to register again and get approval from the Chief Academic Officer.

**4. STUDENT'S SIGNATURE**

---

(student's signature and date)

**5. I AGREE TO REVIEW AND GRADE THE REPORT.**

---

(reviewer's signature and date)

**6. ARE YOU CHANGING YOUR REVIEWER OR INTERNSHIP? \_\_\_\_ YES \_\_\_\_ NO**

If "NO", please get your reviewer's signature (#5), and submit this form to the Program Director or the Chief Academic Officer.

If "YES", please schedule an appointment for approval of change(s) to your selected reviewer and the internship company, fill in this form, get the necessary signatures (#5 and #6b), and then submit this form to the Program Director or the Chief Academic Officer.

**a. WHO IS YOUR CURRENT ADVISOR OR REVIEWER AND WHY DO YOU INTEND TO SWITCH ADVISORS/REVIEWERS?**

---

---

**b. I AGREE TO RELEASE THE STUDENT TO ANOTHER REVIEWER.**

---

(signature and date)

**c. I DO NOT AGREE TO RELEASE THE STUDENT TO ANOTHER REVIEWER. (Please explain.)**

---

---

---

---

---

(signature and date)

**COMMENTS / REMARKS:**

---

---

---

---

---

**APPROVED BY THE PROGRAM DIRECTOR OR THE CHIEF ACADEMIC OFFICER**

---

(signature and date)

## MEMORANDUM

To: All Students Enrolling in BA 398

From: Dr. Marshall J. Burak, Director of Graduate Programs

Subject: BA 398 Activity, Conditions, and Responsibilities

To begin with, you must either have completed BA 380 or at least be enrolled in BA 380 at the time of registering for BA 398. All other courses should have been completed prior to beginning the composition of the Report.

Please note that a choice of job under this Internship, and therefore the Report's topic, must be related to the student's area of concentration. This choice must be approved by the Program Director or the Chief Academic Officer. The completed Report will require its second page, immediately after the title page, to be in the form of an approving statement from the student's direct superior, to the effect that it affirms the time period claimed for the Internship, and certifies that the Report is generally accurate. Under a following space for the superior's signature should be that person's name in print, accompanied by his or her telephone number.

The completed report will require a presentation and discussion before members of a graduate committee. A Report deficient in any way at the time of presentation will have its grade suspended until a corrected Report is provided.

You must work with a Report Reviewer approved by the Program Director or the Chief Academic Officer. This Reviewer will require periodic consultations, no less than once a month, to keep aware of your progress and of the sufficiency of the work being done. Those contacts must be done face-to-face, or at least via email, so that the physical product of your efforts can be directly viewed and evaluated. Again, **DO NOT DO THIS REPORT ALONE**. To wait for one or two full semesters while doing such work alone and not working with a Reviewer has resulted in many students having unapproved internships, incorrect project form and contents, and generally negative results.

Working with your Report Reviewer will result in quality work done easily and with minimum revisions, especially with attention directed to matters of composition: spelling, grammar, etc.

Although this involves an Internship Report, it is to be considered as formal as if doing a research report, with many of the rules of good form applying. Also, avoid use of the first person: no I, my, me, etc. Work with terms like, "This student found..." "It appeared to this writer that..." or "This writer calls the reader's attention to..." and like formulations. The *MBA Thesis Manual* (pdf) is available for download from the LU website (<http://www.lincolnuca.edu/studentlife/researchassist>). Unless a reviewer indicates otherwise, students should use the APA Style ([www.apastyle.org](http://www.apastyle.org)) for citing references and formatting his or her thesis.

After you have met with your Report Reviewer, and obtained approval for your Report's title and your internship assignment, it soon becomes a matter of drawing up an outline and submitting it to your Report Reviewer, probably 4 to 6 weeks after beginning your internship work and obtaining a better understanding of the chosen company's work. That outline should follow the early part of the sequence which is listed below.

- I. Introduction
  - a. Focus of the Report
  - b. Description of Industry or Field
  - c. Industry Background and History
  - d. Company Description and Background
- II. Definitions of Terms
- III. Profile of Market(s) Served
- IV. Review of Relevant Competitors
- V. Report Content Design  
(A detailed outline of the portions of the Report to be presented)
- VI. Operations
  - a. Purchasing
  - b. Processing or Manufacturing
  - c. Marketing
  - d. Controls
- VII. Evaluations (or Summarizing Statements)
- VIII. Conclusions (including Future Prospects)
- IX. Bibliography  
(This would also include references to newspaper or magazine stories, dates of personal conversations or telephone calls with the company management and/or relevant specialists or experts.)
- X. Appendix  
(Included here could be samples of advertisements, or company rules or procedures, and any relevant photographs of buildings, equipment, shop settings, or diagrams.)

The above sequence is to be followed by all BA 398 students. This Memorandum should be with the student at all times and occasions of collecting information and composing sections of the Report. Departures from the above sequence or omitting or skipping any of the above titles will result in the grade for BA 398 being withheld until the correcting actions are taken and an appropriate and acceptable Report is completed. Thus, the mere fact of having made a “presentation” alone does not give any assurance of obtaining a grade; the quality of the Report itself should provide that assurance.

Once a report has been accepted by a reviewer, the reviewer will email it to LU Library. The library will then submit the paper to [www.turnitin.com](http://www.turnitin.com), which will process it and produce an “Originality Report”. Before giving final approval, the advising professor will review the Originality Report to confirm that the content is original or has been properly cited. Upon final approval, the report reviewer is to arrange the presentation date with the Records Office. Inform the Records Office at least **two weeks** prior to the date desired for presenting your Internship Report. If much delay occurs, the effort can be continued into a succeeding semester for one credit hour. When your presentation schedule is arranged, you will have to prepare a total of **seven copies** of your Internship Report of the final version; **five of them should be submitted to the Records Office as soon as possible**, and bring the other two copies on your presentation day. Upon passing the report defense, you are responsible for providing LU Library with two hard copies and an **electronic copy** (via email, CD or flash drive) of your report for archival purposes.

**LINCOLN UNIVERSITY**  
**BA 398 – MBA INTERNSHIP REPORT**  
**GUIDELINES**

**MBA Completion Options**

An MBA candidate may complete the degree program by writing an MBA research project (a minimum 3.2 GPA or the Program Director’s permission is required for this option) OR a report of a graduate internship assignment. These activities result in a project defense or an oral presentation of the report in front of a graduate committee. The project’s topic and the choice of employment for the internship must be related to the student’s area of concentration and be approved by an advisor and the Program Director or the Chief Academic Officer.

An MBA candidate may choose to complete the program with a Comprehensive Examination in front of a graduate committee in lieu of the project or internship report. Students not qualifying for the research or internship options (GPA below 3.2, no permission from the Program Director, and no relevant employment) are required to take an extra 3-unit elective graduate course and the Comprehensive Examination. The program is completed with one of the following:

BA	398	MBA Internship Report	3
BA	399	MBA Research Project	3
BA	-- --	Elective Graduate Course and Comprehensive Examination	3
<i>Total Required for the MBA Degree.....</i>			<i>36 Units</i>
<i>Required for the MBA Degree with a Foundation or an Internship.....</i>			<i>up to 54 Units</i>

**Course Description (BA 398)**

A report analyzing the work must be submitted upon completion of the assignment and reported to a committee. The employment must be directly related to the student’s area of concentration and faculty approval is required. The employer provides an evaluation of the work, and the student should regularly confer with the faculty Report Reviewer. (3 units)

*Prerequisite: Completion of the coursework*

**Learning Objectives** (all four must be satisfied)

1. Demonstration of the mastery of the MBA coursework in an area of concentration.
2. Application of academic learning to the practical problems and situations of a business workplace.
3. Training in professional report writing under supervision.
4. Development of professional-level problem assessment skills, with experience in making professional recommendations.

**Criteria for Grading and Assessment**

The internship report shall have three components: descriptive, analytical, and documentary. Each of these components must be complete. The analytical component will be weighted as 50% of the grade for the report, with the descriptive and documentary components each weighted as 25% of the grade for the report. Conditional passing grades may be assigned by the committee. The completed written report must be presented to the committee before any credit will be awarded.

## **Components of Report**

### **Descriptive Component**

The report's descriptive component should introduce the report and be brief in relation to the central, analytical component of the work.

These questions should be addressed in the introductory descriptive summary: What is the background and specific business of the company and/or department in which the internship was performed? What work was performed for the company? What was the intern's job title? What was the intern's work schedule? What were the internship duties, work assignments, and projects completed? Why/how were these tasks important to the organization? Why were they assigned? Why are they significant? What courses completed at Lincoln University were the most or the least applicable to your internship? What distinctions between your classroom education and the internship experience would you make? Did the internship make good use of your technical background? Finally, how did the internship contribute to your career goals? The faculty Report Reviewer may require additional descriptive text.

### **Analytical Component**

The analytical component, the major focus of the report, requires the student to address a specific topic, subject, issue, question, or problem related to the work of their internship placement. This topic may be based on the work assigned to the student by the internship supervisor or on an additional analysis of an issue related to the internship. This topic must be selected in consultation with the faculty internship Report Reviewer by the end of the first month of the internship.

The analytical component should relate academic knowledge to practical experience. Its purpose is to help the student develop written and analytical skills. The student will not only gather information but interpret, organize and present it clearly and understandably. Whatever style of analysis is undertaken with the approval of the Report Reviewer, the analytical component must conclude with specific practical recommendations related to the matter analyzed.

### **Documentary Component**

All documentation necessary to demonstrate the fulfillment of all university and workplace requirements should be attached to the report. This should include a copy of the original internship proposal as well as any assessment made of student work by student or others, especially if student was given a formal written evaluation. A record of hours worked should be included. Samples of work completed during the internship may be included. A brief entry log of meetings or other communication with supervisors, mentors, advisors, and colleagues relevant to the internship report should be appended. Documentation that the internship supervisor has received a draft copy of the internship report and an opportunity to comment should also be attached. The faculty advisor may require other documentation.



## **Additional Requirements**

### **Style Standards**

All written work submitted to Lincoln University must conform to the APA Style ([www.apastyle.org](http://www.apastyle.org)), unless another style is approved by the faculty internship report reviewer.

The *MBA Thesis Manual* is available for download (pdf) from the LU website:

**<http://www.lincolnuca.edu/studentlife/researchassist>**

### **Proprietary Information**

Only use the name, or other identifying information, of the business or agency where the internship was completed in the written report with the permission of the internship workplace supervisor. Proprietary information must at all times be respected. In case of any doubt, the student should consult the faculty internship report reviewer before any distribution of the report.

### **Intellectual Property**

All references to or use of any published or unpublished work of another person in the internship workplace or from any other professional or other source must be fully attributed. All quotations should be brief, minimal, necessary, and fully attributed. Reports will not be accepted that fail to meet this professional requirement and a failing grade may be assigned in cases of plagiarism.

## BA 398 – MBA Internship Report

### List of 15 Recent BA398 Titles Added to the LU Library Internship Report Collection

1. Interning at Adriff  
Author: Gerasymchuk, Oksana  
Call #: BA398 2011 Gerasymchuk
2. Internship report on QJ1 Center  
Author: Osei-Bonsu, Sandra  
Call #: BA398 2011 Osei-Bonsu
3. Business intelligence in pharmaceutical marketing  
Author: Nameirakpam, Aeroshil  
Call #: BA398 2011 Nameirakpam
4. Internship report on Aramark Uniform Services  
Author: Jain, Geetika  
Call #: BA398 2011 Jain
5. Analysis of effective marketing strategies to sustain competitiveness of wholesale jewelry  
Author: Wong-aree, Bejawan  
Call #: BA398 2011 Wong-aree
6. Role of SAS in business organizations  
Author: Linga, Rahul  
Call #: BA398 2011 Linga
7. Analysis and application of cash flow management in ABLE International Holiday, Inc.  
Author: Zhao, Zijun  
Call #: BA398 2011 Zhao
8. Analysis of Pangea Project at Sustainable Technologies  
Author: Bhathal, Taranjeet  
Call #: BA398 2010 Bhathal
9. Vintners Distributors, Inc.: Doing business electronically  
Author: Bajimaya, Sanjit  
Call #: BA398 2010 Bajimaya

10. The impact of motivation and change management on performance (Mental Health Net Government Services)  
Author: Asante-Boadi, Eugene  
Call #: BA398 2010 Asante-Boadi
11. Analysis of business operations and ways to solve the shrinkage problem at Rainbow Best Price, Inc.  
Author: Aryee, Gifty  
Call #: BA398 2010 Aryee
12. Living Tree Community Foods  
Author: Khadka, Puspa  
Call #: BA398 2010 Khadka
13. Role of business analyst in an organization  
Author: Kamath, Nithyananda  
Call #: BA398 2010 Kamath
14. Transways Logistics International providing simple shipping solutions for a complex world: An award-winning logistics industry leader  
Author: Huang, Yitao  
Call #: BA398 2010 Huang
15. Apex College-Prep & Elite Educational Institute  
Author: Hong, Mi-Kyung  
Call #: BA398 2010 Hong

**LINCOLN UNIVERSITY**  
401 FIFTEENTH STREET, OAKLAND, CA 94612  
phone: (510) 628-8010 fax: (510) 628-8012

**PROGRESS FORM FOR THE MBA INTERNSHIP REPORT (BA 398)**

---

STUDENT'S NAME (first, last)	STUDENT I.D. NUMBER
TELEPHONE	E-MAIL
CONCENTRATION	CURRENT TERM (Fall, Spring, Summer/yy)
PERIOD FOR INTERNSHIP	REPORT REVIEWER

Students should get their reviewer's initials below at each stage of the report's progress, and **submit it to the Admissions and Records Office at the appropriate times stated below (twice during the term)**. Failure to submit this form will result in the loss of the students' right to complete their reports, and they will be required to take the MBA Comprehensive Examination.

1. **PROGRESS ON REPORT PREPARATION** \_\_\_\_\_ **DATE:** \_\_\_\_\_  
Please submit this form **before the end of March** (for Spring Semester) or **before the end of June** (for Summer Session) or **before the end of October** (for Fall Semester).
  2. **PERCENTAGE OF THE WORK DONE** \_\_\_\_\_ % \_\_\_\_\_
  3. **REPORT IS COMPLETED, CONFIRMED BY THE REVIEWER** \_\_\_\_\_
  4. **PRESENTATION IS SCHEDULED** \_\_\_\_\_
- If the report has not been completed:**
5. **REVIEWER SUGGESTS CONTINUING THE REPORT IN THE NEXT TERM** \_\_\_\_\_ **or**
  6. **SWITCHING TO THE MBA COMPREHENSIVE EXAMINATION** \_\_\_\_\_

Please make the above confirmations **2 through 4 (5 or 6 if necessary)** and submit this form **before the end of April** (for Spring Semester) or **before the end of July** (for Summer Session) or **before the end of November** (for Fall Semester).

---

REVIEWER'S SIGNATURE	STUDENT'S SIGNATURE	DATE
----------------------	---------------------	------

**RECEIVED BY THE ADMISSIONS AND RECORDS OFFICE**

1. \_\_\_\_\_ 2-4 (or 5 or 6). \_\_\_\_\_