



# LINCOLN UNIVERSITY

## BA 398 – MBA Internship Report

### Fall 2013 Course Syllabus

**CREDIT HOURS:** 3 units (at least 135 hours of internship in a job) and can be extended to another semester with 1 unit

**ADVISOR / REPORT REVIEWER:** To be selected by students and approved by the Program Director or the Chief Academic Officer

**CONTACT INFORMATION & HOURS:** To be arranged by the report reviewer

**COURSE TIME & LOCATION:** Self-Study Internship

**PREREQUISITES:** Completion of all MBA coursework, faculty advisor's approval

**TEXT & MATERIALS:** Research materials appropriate for the internship selected

**REFERENCE MATERIALS:** 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: During the last semester of the coursework, or after the 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%

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

A grade of **CR or NC only** will be given.

Revised: August 13, 2013

**LINCOLN UNIVERSITY**  
401 FIFTEENTH STREET, OAKLAND, CA 94612  
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**BA 398 — MBA INTERNSHIP REPORT  
APPROVAL FORM**

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STUDENT'S NAME (Last Name, First Name)

STUDENT I.D. NUMBER

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TELEPHONE

E-MAIL

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CONCENTRATION

CURRENT TERM (Fall, Spring, Summer / Year)

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PERIOD FOR INTERNSHIP

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

**1. INTERNSHIP COMPANY NAME AND ADDRESS**

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

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**3. NAME OF PROPOSED REPORT REVIEWER**

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Reviewers for the MBA Internship Report (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**

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(Student's Signature and **Date**)

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

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(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?**

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

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(Signature and **Date**)

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

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(Signature and **Date**)

**COMMENTS / REMARKS:**

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

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(Signature and **Date**)

# Lincoln University

## *MEMORANDUM*

To: All Students Enrolling in BA 398 MBA Graduate Internship Report

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

Subject: BA 398 Activity, Conditions, and Responsibilities

To begin with, you must have either completed BA 380 or at least be enrolled in BA 380 at the time of registering for this Graduate Internship (BA 398) course. All other courses should have been completed prior to beginning this report. The reason, of course, is that your analysis of your internship is based on what you learned through your coursework at Lincoln University, and if applicable, an expansion of any BA 391 to 395 internship in your concentration. It is important to emphasize that the focus of the internship report is an analysis of your work at an organization. BA 398 requires that you complete a written report and make a presentation before a graduate faculty committee. The graduate faculty committee is responsible for evaluating your report and presentation, and issuing a “CR” or “NC” grade for your work.

Please note that your choice of job under this internship, and therefore the Report’s focus, must be related to the student’s area of concentration (International Business, Finance Management and Investment Banking, General Business, Human Resources Management, Management Information Systems). In addition, you may be able to use the same organization that you may have used for a 391 – 395 course for BA 398. This choice must be approved by the Graduate Programs Director or the Chief Academic Officer for Lincoln University.

One of the first things to consider once you’ve found an internship is to identify who you would like to be your faculty advisor. If you completed an internship as an elective course (BA 391-395) in your concentration, you may request that this advisor serve as your BA 398 advisor. You are not required to keep the same advisor. However, the Program Director or Chief Academic Officer will still need to approve this advisor since advisors approved for 391-395 are not necessarily approved to be an advisor for BA 398. If you have not already identified an advisor, you can review the areas of expertise and research interest of individual faculty members that are listed on the faculty page of Lincoln University’s website. In addition, you can contact faculty members and inquire if they are willing to serve as your advisor. If a faculty member agrees to be your advisor, they should be added to your BA 398 form. The Graduate Programs Director or Chief Academic Officer will need to approve the selection of your advisor.

To keep aware of your progress and of the sufficiency of the work being done, you are responsible for consulting with your Faculty Adviser no less than once a month, you are encouraged to meet with your advisor face-to-face, but you can use e-mail or some other method as long as your advisor approves this method. The purpose is to guide and evaluate your progress. **DO NOT DO THIS INTERNSHIP ANALYSIS ALONE.** To wait for one or two full semesters while doing such work alone and not working with an adviser has resulted in many students having unapproved internships, incorrect project form and content, and generally negative results. Working with your Faculty Adviser will result in quality work done easily and with minimum revisions, especially with attention directed to matters of content analysis, focus, and required structure.

Once your internship analysis report is completed, it must be reviewed and approved by your Faculty Adviser before you can contact Admissions to schedule a presentation. You are strongly recommended to submit your paper to the LU Library so they can send it to Turnitin on your behalf, which checks for evidence of plagiarism. The library will provide you with the results, which will allow you to make corrections before submitting it to your advisor. Once you are satisfied with your final draft send it to your advisor. Your advisor's review and approval will ensure that the approved report format was used and that it can, in their evaluation, earn a "CR" grade by the committee. Your advisor may also submit your report to Turnitin if you did not submit it yourself, but will use the results they receive as part of their evaluation of your work.

The next step is to submit five copies of your written report and to schedule a presentation in front of a graduate faculty committee. For your presentation, remember that your committee is familiar with the contents of your written report; consequently, the committee is very interested in learning directly from you about your experience and analysis of the work you did with the organization. The length of your actual presentation is approximately 20 minutes so you should provide a brief overview of the organization and then spend a majority of your time on your work experience, evaluation, and recommendations. The presentation schedule is determined by the Admissions office, and there needs to be at least two calendar weeks between when the five copies are received by Admissions and the day of the presentation. Typically, Admissions reserves blocks of time at the beginning and end of the semester. Reports may be screened before the presentation date to ensure the correct report format is followed. Those that do not contain the required format may be re-scheduled at the discretion of the graduate committee. The committee consists of two or more graduate faculty members selected by the Director of Graduate Programs and the Chief Academic Officer. Your Faculty Adviser is a non-grading or *ex-officio* member of the committee who is present during your presentation to answer any clarifying questions the committee members may have concerning your presentation and/or report. Your advisor does not participate as a co-presenter with you.

The graduate committee will evaluate your presentation and written report, and determine whether or not you will receive credit for the project in the form of a “CR” or “NC” grade. If the committee determines that the presentation and report do not meet a “CR” grade standard, the committee will provide written general feedback concerning any areas of deficiency. This may include the committee’s request to submit the report to Turnitin. The committee and your faculty advisor do not function as editors so it will be general feedback. It will be up to the student under the guidance of the faculty advisor to address any deficiencies, and to provide a revised or corrected copy of the written report to their Faculty Advisor. If the revised version is approved by the advisor, the advisor will forward it to the chair of the committee for final approval. The committee may also require the student to make a second presentation.

The internship report is considered a formal academic report much the same as if you were doing a research report. Lincoln University’s *MBA Thesis Manual*, which is available for download (pdf) from the University website ([www.lincolnuca.edu/studentlife/researchassist](http://www.lincolnuca.edu/studentlife/researchassist)), is an excellent resource along with the current edition of the APA manual. Your Faculty Advisor will provide guidance concerning their style preference. Unless the Faculty Advisor indicates otherwise, students should use APA style ([www.apastyle.org](http://www.apastyle.org)) for citing references and for formatting his or her report.

Once you have obtained a formal and/or informal job description from your internship supervisor, you should consult with your Faculty Advisor to determine the best way for you to collect and analyze data about the work you are doing with the organization. Additionally, your data collection and subsequent analysis needs to address each part of the required format indicated below in the context of your MBA concentration. If you previously completed a 391-395 internship in your concentration, you can use this same position and organization for your BA 398 internship. Please note that if you choose to build upon your 391-395 internship experience, you will need to include more details, analysis, and depth to your BA 398 internship report.

## BA 398 Internship Report Format:

1. Title Page.
2. Approving Statement from Student's Internship Supervisor that affirms the internship time period and certifies the report is generally accurate. The statement needs to have the printed name of the supervisor, be signed by the supervisor, and needs to include e-mail and a telephone number.
3. Part I: Introduction
  - A. Focus of the Internship Report
  - B. Description of the Industry or Field
  - C. Industry Background and History
  - D. Company Description and BackgroundPart II: My Role in the Company or Organization
  - A. Formal/Informal Job Description
  - B. MBA and Concentration level tasks and responsibilitiesPart III: Definition of Terms
- Part IV: Profile of Market Served
- Part V: Review of Relevant Competitors
- Part VI: Operations (Include details or add/delete sections in the context of your specific MBA concentration)
  - A. Purchasing
  - B. Processing, Manufacturing, Services
  - C. Marketing
  - D. Management ControlsPart VII: Evaluation
- Part VIII: Conclusions or Recommendations
- Part IX: Bibliography
- Part X: Appendix (Appendices)

The sequence above 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 this 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 or the presentation being cancelled 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 "CR" grade; the quality of the report itself should provide that assurance.

Once your internship report is approved by the committee, you are responsible for providing the LU Library with two hard copies and a digital copy (via e-mail, 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 written report analyzing the work must be submitted upon completion of the assignment and presented to a committee in the form of 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: During the last semester of the coursework, or after completion of the coursework*

***Grade: CR or NC only***

**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. A grade of **CR or NC only** will be given. A conditional passing grade 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

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**BA 398 — MBA INTERNSHIP REPORT  
PROGRESS FORM**

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STUDENT'S NAME (Last Name, First Name)	STUDENT I.D. NUMBER
TELEPHONE	E-MAIL
CONCENTRATION	CURRENT TERM (Fall, Spring, Summer / Year)
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).

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REVIEWER'S SIGNATURE	STUDENT'S SIGNATURE	DATE
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**RECEIVED BY THE ADMISSIONS AND RECORDS OFFICE**

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