

Guidelines for the BBA Internship Final Report

These guidelines are appropriate for students who are completing their first three hours of internship credit. Students who wish to earn more than three credit hours are required to do an additional report for each incremental three hours taken. Contact the internship coordinator for more information and an additional paper assignment.

The work experience of an internship will provide you with an invaluable learning experience. You will have the opportunity to work in an environment in which you will be able to observe business operations first hand. This experience will form the foundation for your internship experience. To complete the requirements for the internship experience, a Final Report is required of all students in order to obtain academic credit. There are three major reasons for writing the reports:

1. To provide the BBA Faculty Curriculum Committee and Internship Coordinator with feedback on the student's field work experience.
2. To evaluate the success of a student's participation in the field work experience.
3. To provide other students with an account of your work experience.

REPORT FORMAT AND DUE DATE

1. The report must be typed (double spaced), in APA format. Use standard margins (1" to 1.25") and font (Times New Roman, 12).
2. The report consists of the following information in this order: 1. Information page 2. Main body 3. Final report checklist, signed by you.
3. Use of first person is permissible in detailing your current work program. The paper must be written in third person for the remainder of the report, particularly the industry analysis.
4. Write the report as if you were going to present the final draft to the person with the power to promote you. ***Don't just spell-check the report: Proofread it and edit it. Reports that are not up to par with business standards (e.g., incomplete sentences, misspelled words, etc.) will not fulfill the requirement for this course. Take pride in your work.***
5. **The report is due one week prior to the end of the semester.**
6. Submit the report to the Internship Coordinator via Blackboard

Main body of the Final Report must contain all of the following headings:

- 1. Industry Analysis (3-4 pages)** An industry is a group of firms producing similar products or services, such as computers or banking. Your analysis should consider the global industry with additional information about regional factors, if appropriate. Conduct an analysis of your firm's industry. Within the Industry Analysis the following subheadings (followed by sufficient and well cited analysis) must be included:
 - Industry Size and Growth Trends
 - Maturity of the Industry
 - External Economic Factors and their Effect on the Industry
 - Seasonality
 - Technological Factors
 - Regulatory, Political, and Legal concerns
 - Competitive Environment and Changes in the Competitive Environment

*NOTE: You must use information from at least four (4) published sources as part of your analysis. Published sources that you might consult include trade journals, industry publications and U.S. Department of Commerce publications. All of these sources should be properly cited.¹ You will **NOT** receive a passing grade if this section is missing. You **MUST** use published sources. Interviews with your employer can be used, but they do not count as published sources.*
- 2. Key Challenges Facing the Industry (1-2 pages)** Identify and explain the importance of each challenge for the firm for which you are working. Use articles and other published sources of information such as industry trade publications. You may supplement these sources with interviews by your supervisor and other managers in your firm and with Web sites. Use APA format to document the sources used.
- 3. Firm's Steps to Meet One Key Challenge (1-2 pages)** Select one of the key challenges facing your industry and indicate what the firm you interned for is doing to meet this challenge.
- 4. Explanation of Work Program (1 page)** Detail your work program, including the following points:
 - Did you perform the specific tasks as outlined in your job description?
 - What if any additional duties were assigned to you?
 - List suggestions that you feel could improve the training received from your employer.
- 5. Significance of Work Experience (1-2 pages)** What new skills are you developing? What already acquired skills are you reinforcing? In what ways is this experience modifying your ideas and plans toward a career?

¹ See Appendix 2 for suggestions regarding published sources for industry information and a note on plagiarism.

6. **Applications of Major (1 page)** Discuss specific aspects of your major (theories, techniques, principles, etc.) that you applied during your work experience.
 - Does this experience give realistic meaning to any of your past or present studies or help you better understand them? Consider both general studies, such as psychology; specialized studies, such as accounting; and any subject in your major field of interest.
7. **Suggestions for Future Interns (1 page)** Present any suggestions that would help other students who wish to participate in an internship. (Identification of a firm, definition of duties, interaction with the firm, etc.)

Appendix 1

Finding Published Sources of Industry Information

You should consult multiple sources of published information to document your analysis, particularly in areas of industry size, growth trends, and challenges facing the industry. In addition, you should consult industry publications to inform your conclusions regarding competitive environment, external economic factors, technological factors, and regulatory and market concerns. The four (4) outside references cannot include annual reports or websites from the firm for which you work.

Appendix 2

Sources and Citations

Avoiding Plagiarism:

Two methods, paraphrasing and direct quotations, are used by all writers to report facts, information, and ideas that originate from another person. Both methods require appropriate credit to the originator of the material.

- **Paraphrases:** When you paraphrase, you restate the other's material in your own words. You do not need to place quotations around paraphrased material, but you must appropriately cite the source of the material.
- **Direct quotations:** When you quote an author directly, you use the exact words of another person. Direct quotes should be used less often than paraphrasing. Direct quotes must be enclosed in quotation marks, and the appropriate citation must follow the quote. (This includes material taken from all sources, including interviews, books, journal articles, and websites.)

NOTE: Failure to properly attribute direct quotes and paraphrased material in your industry analysis will be considered plagiarism and academic dishonesty. As a result, you will receive a grade of FAIL for BBA 408.

The following websites provide information about plagiarism, APA citation, and writing fundamentals:

Plagiarism

- Guide to Plagiarism and Academic Integrity
<http://www.nau.edu/library/information/guides/plagiarism.html>

APA Style Guides

- APA Citation Style Guide (Bucknell University)
<http://www.isr.bucknell.edu/img/assets/6535/apa.pdf>
Requires Adobe Acrobat Reader
- APA Electronic Reference Formats
<http://www.apastyle.org/elecref.html>
Sample citations for electronic sources
- APA Research Style Crib Sheet
<http://www.wooster.edu/psychology/apa-crib.html>
This page is a summary of rules for using APA style.
- Using APA Format
http://owl.english.purdue.edu/handouts/research/r_apa.html

Writing Resources

- Grammar, Punctuation, and Spelling
<http://owl.english.purdue.edu/handouts/grammar/index.html>

Appendix 3 Additional Information

1. If your job is of a classified nature, confer with your supervisor before writing the report to avoid divulging classified information. (This is not a defense for an insufficient industry analysis, however.)
2. The report may contain fair and constructive criticism, but suggestions for improving the plant, product, methods, safety, and welfare should be discussed with the firm before being included in the report.
3. Personality problems and complaints should not be discussed when writing your report.
4. Some students find that a weekly log or diary containing observations and reflections on the report guideline questions, and observations of their own, is useful in preparing the report.
5. Make a copy of the report for yourself. You may want to give your supervisor a copy to provide him or her with feedback on your work experience.
6. The report and the employer's evaluations of your work performance constitutes the basis for awarding college credit for the internship.
7. A copy of the report will be retained in your internship file (you will not receive the submitted report back) for one year. If you would like to receive your paper, you must request it during the year following your internship.

Reasons your paper would receive a failing grade:

1. **Insufficient industry analysis.** Clearly define your industry and analyze it. You must discuss all the subheadings. Type out all the headings and subheadings.
2. **Insufficient/no in text citations.** You must indicate when you quote and paraphrase. These should be clearly and accurately cited with the author's last name and page number (refer to APA guidelines.)
3. **No references/bibliography page.** You must include an accurate reference page. Again, refer to APA format. Simply putting a web address is not sufficient. The four outside references can not include annual reports or websites from the firm for which you work.
NOTE: the references page should be alphabetical by the author's last name.
4. **Not enough/too many quotes.** You need a minimum of four sources. If necessary, you should have more quotes and paraphrases, but four is the minimum. You should not have all four quotes be figures/numbers/statistics that are just thrown in to get the quote. Quotes are used to support your point. You should also not have too many quotes. If your paper is 30 percent or more quotes, you need to eliminate some. You should write your paper, your quotes should not write it.

INTERNSHIP INFORMATION PAGE

Please complete and return as Page One of the final report.

DATE _____

STUDENT NAME _____ ID# _____

NAU EMAIL _____

MAJOR _____ ADVISOR _____

EMPLOYER _____

ADDRESS _____

PHONE _____

IMMEDIATE SUPERVISOR'S NAME & TITLE _____

DATE REPORTED FOR TRAINING PERIOD _____

RATE OF PAY _____ per HOUR/ WEEK/ MONTH

HOURS PER WEEK _____ FROM _____ am/pm TO _____ am/pm

LAST DAY ON THE JOB _____

DO YOU FEEL YOUR INTERNSHIP HAS HELPED YOU TO UNDERSTAND YOUR
MAJOR DISCIPLINE? YES _____ NO _____

DO YOU PLAN TO REGISTER FOR THE FIELD WORK EXPERIENCE AGAIN?
YES _____ NO _____

IF OFFERED A FULL-TIME POSITION, WOULD YOU WORK WITH THIS EMPLOYER?
YES _____ NO _____

RATING OF FIELD WORK EXPERIENCE:

EXCELLENT _____ GOOD _____ AVERAGE _____ FAIR _____ POOR _____

Final Report Checklist

To meet your Internship final report requirement, you must correct any items that are missing or incorrect on your final report.

Review the contents of your report and make sure you have included the following:

- Information page**
- Main Body—headings and sufficient content**
 - **Industry Analysis (3-4 pages)**
 - **Key Challenges Facing the Industry (1-2 pages)**
 - **Firm's Steps to Meet One Key Challenge (1-2)**
 - **Explanation of Work Program (1 page)**
 - **Significance of Work Experience (1-2 pages)**
 - **Application of Major (1-2 pages)**
 - **Suggestions for Future Interns (1/2–1 page)**
 - **Suggestions for the Internship Program (optional) (1/2-1 page)**
- Report is typed (double spaced) with appropriate margins, font, and font size**
- Report follows APA format (including page numbers)**
- A minimum of four (4) published sources are included. Sources may not include annual reports or websites from the firm for which you work.**
- Quotes and paraphrases are properly cited and correctly represented on a References page at the end of the report**
- Report is grammatically correct**
- Spelling has been checked**
- Page length (8-10 pages)**
- All parts of the paper (information page, main body, and checklist) are included - complete, in proper order, and stapled (no report folder).**

I have reviewed my paper and it conforms to the criteria contained in the above checklist.

Student Signature _____

Grades (pass/fail) are posted upon receipt of your two semester evaluations (one in summer) from your immediate supervisor, plus the outcome of your final report evaluation by a faculty member.