COURSE NUMBER: BBM 491

COURSE TITLE: Internship in Business Management

I. LEARNING OUTCOMES AND GOALS:

GOAL A: The student will learn about the different functions of the agency.

Learning Outcomes: The student will
A-1  Differentiate personnel job duties within the departments.
A-2  Evaluate organizations culture and organization behavior based on management principles

GOAL B: The student will observe and interact with the management team.

Learning Outcomes: The student will
B-1  Observe different management styles as they relate to the different functions of the agency.
B-2  Evaluate the firm’s organizational structure.
B-3  Apply management theories through an internal and/or external project

GOAL C: The student will observe management trends and processes

Learning Outcomes: The student will
C-1  Observe dynamics between management and customers and employees
C-2  Formulate and utilize management information software and data.
C-3  Identify and adhere to industry legislative rules and regulation as it relates to the organization.

II. RATIONALE:

Practical work experience is imperative for college students in gaining employment in their chosen profession upon graduation. The focus of the internship is to gain exposure and skills in the business field. Internships have become a standard within most business curriculums. Internships have also become the distinguishing factor in recruitment selection amongst new graduates by employers. Companies today have fewer opportunities for entry – level positions; therefore employers today are looking for candidates with experience. The internship program aligns students with middle to senior level managers that assign them result based projects that give the student valuable work skills that are required in today’s job market. The skills students will acquire from the internship program will enhance their business knowledge and solidify their management skills.