## ACC/BA 591-594 Mission Statement

The mission of the 1, 2, 3, or 4 credit Accounting or Business Administration internship is to engage students in on-the-job accounting or business training through service learning to public accounting firms, for-profit businesses, and/or not-for-profit businesses.

## ACC/BA 591-594 Course Outcomes

Students will be able to:

- apply accounting, management, and/or marketing principles to their internship work.
- hone communication skills while developing business acumen.
- successfully complete 40 hours of work per each SH.
- demonstrate a general knowledge of the business’ segment within the industry.
- explain their on-the-job experience and their reaction to it.

## ACC/BA 591-594 Course Assessment

Students will be able to:

- apply accounting, management, and/or marketing principles to their internship work.
  - Internship supervisor submits an evaluation rating student’s technical ability.
- hone communication skills while developing their business acumen.
  - Internship supervisor submits an evaluation rating student’s interpersonal skills.
- successfully complete 40 hours of work per each SH.
  - Twice per semester, 100% of students will submit daily logs detailing their tasks and hours.
- demonstrate a general knowledge of the business’s segment within the industry.
  - 100% of students will submit an industry report detailing their business and its position in the marketplace.
- explain their on-the-job experience and their reaction to it.
  - 100% of students will submit a reaction paper detailing their internship experience.
  - 100% of students will submit resume which includes the internship and its duties.
  - 100% of students will submit an employer evaluation.
ACC/BA 591-594 Course Assessment – RESULTS OF MEASUREMENT

Students will be able to:

- apply accounting, management, and/or marketing principles to their internship work.
  - Internship supervisor submits an evaluation rating student’s technical ability.
  - Summary of Internship Supervisor Evaluation Form below for interns.
- hone communication skills while developing their business acumen.
  - Internship supervisor submits an evaluation rating student’s interpersonal skills.
  - Summary of Internship Supervisor Evaluation Form below for interns.
- successfully complete 40 hours of work per each SH.
  - Twice per semester, 100% of students will submit daily logs detailing their tasks and hours.
- demonstrate a general knowledge of the business’s segment within the industry.
  - 100% of students will submit an industry report detailing their business and its position in the marketplace.
- explain their on-the-job experience and their reaction to it.
  - 100% of students will submit a reaction paper detailing their internship experience.
  - ? of ? interns submitted a reaction paper.
  - 100% of students will submit resume which includes the internship and its duties.
  - 100% of student will submit an employer evaluation.
  - Student employer evaluations were received from the Career Center.

ACC/BA 591-594 Course Assessment – ASSESSMENT CONCLUSION

The results of ACC/BA 591-594 assessment measurement inform me that students participating in summer internships gain very valuable experiences often leading to a positive reference source and possibly full-time employment. Many employers use an internship as a 1-3 month job interview where they are able to evaluate a student’s suitability, preparation, and intellect based on work performed and interaction with current full time employees. Through daily logs, industry paper, reaction paper, and resume completion (which details their internship responsibilities), students evaluate their suitability to a particular industry and position which leads to informed decisions regarding future employment. As an instructor, employer evaluations demonstrate to me that our students are communicating and performing well on evaluated items across the board. It is particularly encouraging to see that our students are consistently rated as having positive attitudes while on internships. (REVISE WITH UPDATED ASSESSMENT!)
EVALUATION OF WESTMINSTER COLLEGE INTERN

INTERN’S NAME ____________________________________________ DATE __________________________

INTERN’S ON-SITE SUPERVISOR  various

ORGANIZATION  various

Please describe the assignments/projects/tasks performed by the intern (please print): ACC/BA 591-594

<table>
<thead>
<tr>
<th>Please check the most appropriate rating →</th>
<th>Excellent</th>
<th>Very Good</th>
<th>Satisfactory</th>
<th>Needs Improvement</th>
<th>Poor</th>
<th>N/A</th>
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<tbody>
<tr>
<td>Written Communication Skills</td>
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<td>Oral Communication Skills</td>
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<td>Listening/Comprehension Skills</td>
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<td>Interpersonal Communication/Teamwork</td>
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<td>Problem Solving/Critical Thinking Skills</td>
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<td>Time Management/Met Deadlines</td>
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<td>Quality of work (accurate, thorough)</td>
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<td>Quantity of work (met goals)</td>
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<td>Initiative (seeks/accepts work)</td>
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<td>Attitude (enthusiastic/willing)</td>
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<td>Adaptability/Flexibility</td>
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<td>Dependability (punctuality/attendance)</td>
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<td>Creativity</td>
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<td>Proper appearance</td>
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<td>Professionalism (maturity, poise, confidence)</td>
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<tr>
<td>Demonstrates skills necessary for the work</td>
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<td>Academic preparation</td>
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</table>

Supervisor suggested grade:

Please comment on the intern’s strengths (please print):

Please comment on suggested areas of improvement (please print):

Suggested letter grade __________ Signature ________________

(+/- may be added to grade)

Please return promptly at the conclusion of the internship to:

Katy DeMedal, Internship Coordinator
Westminster College
New Wilmington, PA 16172
FAX: 724-946-6314
demedakk@westminster.edu

Revised 1/10
School of Business Internship Guidelines:

Internship Eligibility Requirements for receiving academic credit for an internship:

1. Students must be School of Business majors.
2. Students must have completed at least four courses toward their major (waived for VITA internship).
3. Students must have sophomore, junior, or senior standing during the internship.
4. Students must have GPA of at least 2.0.
5. Students must have consent of the School of Business.
6. Internships MUST be approved PRIOR to the work experience. Internship experience will NOT be retroactively awarded credit.

Internship Rules and Requirements:

1. School of Business encourages students to negotiate their own internships. Writing letters, making telephone calls, and arranging meetings to locate a business that will sponsor your internship is part of the internship experience.
2. School of Business grants one (1) - Internship semester hour (SH) for every 40 clock hours on-the-job (OTJ). Four credit-hour internships require at least 160 hours of OTJ participation (example: 4 weeks x 5 days-per-week x 8 hours-per-day = 160 clock hours).
3. Interns must keep a daily work log keeping tally of their OTJ hours and work activities. Students are required to give an accounting of daily and total OTJ hours worked.
4. Students may register for 1, 2, 3, or 4 SH internships.
5. Internship grades are issued on satisfactory/unsatisfactory (S/U) basis.
6. Internship SH that are in your major discipline, do count as hours in the major discipline.
7. Two regular internships, max 8 SH total, are permitted toward the 125 SH required for graduation. The second internship must differ “substantially and significantly” from your first internship.
8. Two VITA internships (1 SH each, max 2 SH total), are permitted to count toward the required 125 SH.
9. A total of 14 internship SH (4 SH in addition to the hours from items #7 & #8 above) are permitted to help students reach 150 SH required for CPA licensure.
10. Direct supervision is required. Internship must provide a meaningful learning experience.
11. Work supervisor may not be a parent, grandparent, or sibling.
12. Internship instructor may contact your work supervisor to monitor specifics of your internship.
13. All internship academic assignments must be submitted by required deadlines.
14. A “round table” meeting of all students who have completed internships may be required to discuss the WC internship program. School of Business values your comments and suggestions.
I. Application

Discuss your internship with your Internship Instructor and your Academic Advisor and obtain their oral
acknowledgement of your interest in and qualification for the internship. Then call, visit (recommended), or
email Katy DeMedal, Director of the Professional Development Center (PDC), to notify the PDC that you will be
registering for an internship. Wait for return acknowledgement from the PDC.

Once the PDC acknowledgement is received, you will visit MyWestminster-Academics-Internship Request Form
(Application for Internship Form) to complete an on-line application for an internship. Once the Request Form is
completed online:
1. Submit your Request Form on-line.
2. Print a copy and obtain the signature of your on-site supervisor.
3. Return the original of your signed Request Form to the PDC.

The application will go through several different approvals. Once approvals are received, you will be notified by
the Registrar’s Office that your internship has been approved, and that you are now registered for the
internship. Your registration process is now complete.

You can review all these steps on the PDC’s web page:
http://www.westminster.edu/campus/services/career-center.cfm?academics

II. Approval

Your application will be approved by several members of the School of Business as follows:

1. School of Business Academic Advisor
2. School of Business Internship Instructor

<table>
<thead>
<tr>
<th>Major subject area</th>
<th>Course Code</th>
<th>Instructor</th>
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<tbody>
<tr>
<td>Accounting VITA</td>
<td>ACC 591-01</td>
<td>Geidner</td>
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<tr>
<td>Accounting (not VITA)</td>
<td>ACC 591-02, ACC 59x-01</td>
<td>Ligo</td>
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<tr>
<td>Bus Adm &amp; Intl Business</td>
<td>BA 59x-01</td>
<td>Badowski</td>
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<tr>
<td>Human Resources Mgt</td>
<td>BA 59x-02</td>
<td>Petrus</td>
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<tr>
<td>Marketing</td>
<td>BA 59x-03</td>
<td>Petrus</td>
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<tr>
<td>Sports Management</td>
<td>BA 59x-04</td>
<td>Zullo</td>
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<tr>
<td>Economics &amp; Fin Econ</td>
<td>ECO 59x-01</td>
<td>Procasky</td>
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</tbody>
</table>

3. School of Business Chair – Dr. Badowski
III. Participation

In addition to your OTJ work hours, several assignments are due to earn academic credit for your internship.

1. Work Log – Due at both midpoint and the completion of your internship

   - Keep typed summary of on-the-job (OTJ) activities and assignments
   - Tally OTJ hours daily, weekly, monthly, and final total
   - Omit personal or “after-hours” activities

2. Professional Quality Resume – Due at both midpoint and the completion of your internship

   - Midpoint resume – do not include your internship; go to Professional Development Center website for resume examples and advice
   - Final resume – DO include your internship; add the internship to your midpoint resume
   - Your resume may be retained in your student file

3. Industry Report – Due at midpoint of your internship

   Detail your company and its business segment in a typed industry report. Minimum length 3 pages in paragraph format. Include the following:

   A. Description of Industry

      - Type of competitive environment (per ECO 150)
      - Average size of firms in industry
      - Emerging trends that will affect industry
      - Review Moody’s and Value Line Investment Survey
         - Sales and profit growth trends
         - Return on assets/Return on equity

   B. Description of Business

      - Stand-alone or one of a number of branches
      - Organizational structure (horizontal vs. vertical)
      - Size of your location
      - How location is organized (Who reports to whom? To whom do you report?)
      - Major customers/Major suppliers
      - Emerging trends that will affect your company
C. Major Competitors of Business

- Local, regional or national competition
- SWOT (strengths, weaknesses, opportunities, threats)

4. Reaction Report – Due at the completion of your internship

Provide a typed introspective summary of your internship experience. Minimum length 3 pages in paragraph format. Include the following:

A. Value Judgment of the Internship

- Was it a good experience? Would you recommend it to others?
- Were you able to apply the academic business basics you learned at Westminster to your internship?
- How did the internship augment your academic studies in business?
- How did it advance your professional aspirations?
- How many professional contacts did you make? How many business cards did you collect?
- How many resumes did you distribute?

B. How Will Your Career Choice be Influenced?

- How did your perspective on a career change because of this internship?
- Are you more or less enthused about your choice of a career?
- What would you do differently while working with others?
- What “real-world pearls of wisdom” did you come away with?

C. What Are the Next Steps to Start Your Career?

- Who are the people you would contact about a job? How will you contact them?
- How will you get them to remember you more favorably than others pursuing the same type of position?
- Where in the country (world) will you look first for a job?

What new strategies for launching a career would you use?