

MCB 4-CR INTERNSHIPS ASSIGNMENTS

This document provides relevant information regarding MCB 4-CR internship portfolios.

Students are expected to

- Report frequently to their faculty reader and the Internship Office about their progress and their internship experience.
- Provide professional-quality work.
- Comply with the internship organization's policies and procedures while actively engaging in the organization's structure to optimize their learning experience.
- Reflect, from both practical and theoretical perspectives, on work-related issues encountered during their internship.
- Complete all academic and professional requirements and assignments related to the internship.

Requirements for MCB 4-CR internship portfolios	
Cover sheet	See template below.
Updated resume/CV	One or two pages, in English, PDF format, including internship tasks and responsibilities. See AUP's guide .
Internship report (See guidelines in this brochure)	25 pages (excluding resume and appendices). To be written in English on A4 paper, using Times New Roman font size 12, with a line-spacing of 1.5. Save in PDF format.
Informational Interview (See guidelines in this brochure)	Write-up of a four-to-five-page informational interview with a colleague or your internship supervisor. To be written in English on A4 paper, using Times New Roman font size 12, with a line-spacing of 1.5. Please include an appendix of the report. Save documents in PDF format.
Student evaluation form	Student evaluation form to be completed online. The aim of this exercise is for you to reflect on your internship experience: to compare your expectations with actual results, whether you feel better equipped to enter this field/industry as a result of this internship, the internship's contribution towards your future choices (next internship, graduate school, career, etc.).
Employer evaluation form	By submitting the student evaluation form, you trigger an automatic email to your internship supervisor prompting him/her to fill out the online employer evaluation and comment on your performance during the internship.
Submission process	
Submission deadline & recipient	One month after the official end date of the internship. Send all documents (except the online student evaluation form and the employer evaluation filled out by the internship supervisor) to: internship@aup.edu A hard copy must be given to the faculty reader as well.
Grade awarded	A letter grade is awarded for the completion of this internship.

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Guidelines for the internship report

The following guidelines are offered as suggestions to help you with your internship report.

The report is a reflection of your internship and its relationship to your studies: namely, how has the theoretical knowledge you acquired in your courses prepared you for this professional experience? Did any aspects of your internship surprise you based on what you have learned, and if so which ones? Finally, how has this professional experience impacted your understanding of the subjects you have been studying?

The report is to be written on A4 paper, using Times New Roman font size 12, with a line-spacing of 1.5.

Footnotes and bibliography should follow the format required for research in your field.

The internship portfolio is the culmination of your internship experience. It is more than a simple account of your time in an organization. It is a descriptive and analytical document in which you specifically connect the knowledge and skills you have acquired during your MA degree to your experience in the workplace. The various sections of the internship portfolio are outlined below.

1. **Cover Sheet (not included in the 25-page count):** Title of the report, name of the student, course number, internship employer and date upon which the report was submitted.
2. **Introduction:** Within this section, please provide a brief explanation of how you identified and obtained your internship as well as why you selected this particular company and internship. Please also discuss whether or not you think you have achieved your objectives (learning objectives, professional objectives, etc.).
3. **Industry Knowledge, Organizational Overview and Analysis:** In this section, please clearly demonstrate your understanding of the industry, the organization, and the assignments you took on during your internship by completing a literature review (please utilize and cite at least ten independent secondary sources). The literature review can include an industry- or company-level SWOT analysis, regulations/policies that impact business operations (if applicable) and stakeholder map.

Your report should also include the name of the company or organization, its size and type of industry, an explanation of its structure and a detailed description of its activities, the function of the particular department in which you worked as well as the contact information for the company supervisor. Applying the concepts you learned in High-Performing Organizations and Global Cross-Cultural Management, please conduct a brief analysis of the organizational culture. Justify your assessment with examples you observed in the workplace, i.e. who speaks primarily during meetings, is it a multi-national organization, does the ownership structure influence how decisions are made?

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4. Internship Roles & Analysis:

- Summary of major projects for which you were responsible or to which you were exposed, including a description of the tasks, activities, deliverables and expected outcomes, as well as the practical skills and tools used.
- Summary of your prior academic learning that you found applicable to the internship. How did the course material you covered relate to your work? How did your MA course material help you to analyze your position in the workplace?
- Summary of learning objectives achieved through the internship. Clearly outline the objectives stated in your internship agreement and how you satisfied them. If you were unable to meet your learning objectives, summarize why these objectives could not be realized (change in management, reprioritization, etc.) and what you learned from these experiences.
Suggestion: You may create an internship scorecard (as taught in International Strategy and Leadership) to help organize your thoughts.
- Summary of any problems, concerns, recommendations to improve the internship position for the following intern.

5. **Business Problem/Analysis:** Analyze a business problem facing the organization that relates to sustainability or cross-cultural management issues and provide the results of the analysis to the employer in the form of a written report (define the problem, formulate succinct suggestions to solve the problem, recommend the best alternative).

6. **Conclusion:** How has your experience in the company impacted how you see yourself, any plans you may have to work in the industry, or your career trajectory?

Appendices

- **Informational interviews (4 to 5 pages):** *This section is compulsory.* This section involves a critical account detailing an interview of a key employee in the company; if possible a person from senior management or a co-worker. You may also interview your immediate supervisor. (If possible, schedule these interviews as you are being hired.) The aim is to get a feel for the career paths of individuals working in the company. How did your interviewee develop his/her chosen career? What advice does she/he have for you? As a conclusion to these interviews, what did you learn? Do you see these individuals as mentors? This section should be between four to five pages in length. Please take a look at the suggested questions in this package.
- **Supplementary material:** *This section is not compulsory.* You may attach examples of specific materials related to your experience. These extra materials are considered as separate from the 25 pages required for the report itself.

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Confidentiality

When preparing your report, please be aware of any confidentiality or non-disclosure agreements you may have signed with your organization. Employers may ask interns to sign confidentiality statements, which may have a bearing on the information you disclose in your internship report and elsewhere. If this is the case, individuals and client corporations may be described rather than named, and projects may be recounted in general terms rather than specific details.

Students with this type of agreement are encouraged to discuss any questions that may arise with the Internship Office and/or their faculty advisor to make sure they fully understand the terms and conditions of the agreement.

Plagiarism

The report and all related documents may be inspired in part by the organization's corporate literature, but the bulk of the project must be the student's own. Students who draw heavily from other sources without proper citation will be subject to university disciplinary action.

Library Access

In addition, students enrolled in MA-level internships benefit from remote access to AUP library databases, but these databases are intended for non-profit educational use and are for the student's personal research only – NOT for research requested by the employer as part of the student's internship duties. Please contact the AUP Library for further clarification: library@aup.edu.

Guidelines for the informational interview

Interns must submit a written summary of an interview with a relevant professional as part of their portfolio. This provides an opportunity to acquire information useful in the formulation of career plans. Students may select the professional supervising their internship or others in the same company or field, but they may not interview family members.

RECOMMENDED PROCEDURE

1. Call or write directly to request permission to interview your contact. You should inform him or her of the interview's purpose and approximately how much time it will take. Schedule an appointment.
2. Prepare the interview by making a list of questions (see below). Please avoid personal questions.
3. Be on time for the interview. Ask for permission to take notes or record the interview should you wish to do so. If discussing confidential information, make sure that the contact understands the written summary will be read exclusively by members of the AUP community.
4. Within a week following the interview, send a note to your contact to express thanks for his/her time, consideration and ideas. Send him or her a copy of the interview if he or she wishes.

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5. It is important to create a written copy of the interview that is informative and interesting, and which clearly sums up the interviewee's responses.

POSSIBLE QUESTIONS FOR INFORMATIONAL INTERVIEWS

Select the questions most appropriate to the person you are interviewing, and/or create some of your own.

1. How did you get involved in this line of work?
2. Are any degrees or qualifications required or recommended for this position?
3. In your opinion, what are some key skills and personality traits needed to succeed?
4. How many hours a week do you work? Is it common to bring work home?
5. How much variety is there in your work? How much specialization?
6. What is a typical day like? A typical week?
7. What are the most difficult problems and decisions you have ever faced? What about weekly decisions/problems?
8. Does this job have any travel obligations?
9. Are there any civic or social obligations that go with this job?
10. Is it easy for someone in this field to move to another location?
11. In your opinion, what is the best thing about this job? The worst?
12. How visible are you in this job?
13. What trends do you see happening in your field?
14. What is a typical starting salary? What can someone expect to earn after five or six years of experience?
15. Are there ways to "try out" this line of work, i.e. internships, summer jobs, part-time work?
16. What is the supply/demand situation in this field?
17. What do you wish you had known when you began your career?
18. What advice would you offer to a recent graduate interested in working in this field?

Evaluation criteria

- Meeting administrative and academic (learning objectives) requirements.
- Meeting academic writing standards.
- Meeting professional and ethical behaviour expectations.
- Meeting the deadline.

Grading

The internship portfolio is a serious piece of academic work. The importance of the internship does not necessarily correlate to your specific tasks and responsibilities, but rather what you learn about the organization and how you transform what you learn into a thoughtful, reflective piece of research.

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A – Excellent. The portfolio demonstrates a comprehensive and solid understanding of the relationship between communication theory and how it applies to the organization’s industry. The work presents thoughtful interpretations, well-focused and original insights, and well-reasoned commentary and analysis. The work includes skilful use of resource materials, anecdotes or examples, and clear writing, and contains no grammatical or typographical errors.

B – Good. The portfolio demonstrates a complete and accurate understanding of the relationship between communication theory and how it is applied in the organization’s industry. The work presents a reasonable degree of insight and broad levels of analysis. The work reflects competence, but remains at a general or predictable level of understanding. Use of resource materials and examples is appropriate, and writing is clear.

C – Adequate/Fair. The portfolio demonstrates some understanding but remains superficial, incomplete, or expresses some significant errors or weaknesses. Communication theory may be used inadequately or inappropriately and arguments lack concrete, specific examples. Writing may appear vague, hard to follow, or loaded with typographical or other technical errors.

D – Unsatisfactory. This portfolio demonstrates a serious lack or error in understanding, and fails to express the most rudimentary aspects of communications theory. Sources may be used entirely inappropriately or not at all, and writing is seriously deficient.

F – Failed. Work not submitted by the deadline.

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Indications for the cover sheet

MCB STUDENT 4-CR INTERNSHIP PORTFOLIO

First name, last name:

Student's ID number:

Internship semester & year:

Number of credits: 4-CR

I am submitting this assignment in order to obtain credit for my internship at: _____.

Check-list:

- ☐ Internship report (____ pages)
- ☐ Informational interview (____ pages)
- ☐ CV/Resume
- ☐ Student evaluation (submitted online)
- ☐ My internship supervisor has completed the online employer evaluation, or
- ☐ My internship supervisor has agreed to complete the online employer evaluation shortly

☐ I sent an electronic version of my assignments to: internship@aup.edu

☐ Assignments submitted to faculty advisor (indicate name): _____

Your signature : _____

Date : _____