BUS 4089 C/E

Business Internship
(3-6 Units)
Course Syllabus & Handbook

FALL 2026
Quad II
Fermanian School of Business (FSB)
Point Loma Nazarene University

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BUS 4089: Marketing Internship
Syllabus & Handbook

COURSE Duration: Spring Semester Quad II

All work hours must be completed within the course dates in order to be counted for course credit. For further requirements, see **Course Grades**.

PROFESSOR'S CONTACT INFORMATION

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UNIVERSITY MISSION

To Teach – To Shape – To Send
Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

FERMANIAN SCHOOL OF BUSINESS MISSION

Character – Professionalism – Excellence – Relationships – Commitment - Innovation *As members of a vital Christian community, we strive to provide high quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice.*

CATALOG COURSE DESCRIPTION

BUS 4089 – Internship in Marketing
This course requires on-the-job experience in the business [accounting] field where students exercise decision-making skills, problem-solving skills, communication skills, and business knowledge acquired in the student's academic program. In addition, students create a professional online e-portfolio including a cover letter, resume, letters of recommendation, personal background, target industry information, work samples, and internship reports/evaluations. "C" Designation is for California Internships. "E" Designation is for Out of State Internships. May be repeated for a maximum of six units. Graded Credit/No Credit.
Prerequisite(s): *BUS. 3013, Junior or Senior standing, and consent of instructor.*
****** Note: Accounting majors are required to enroll in ACC. 4089 or ACC 5089.

COURSE CREDIT HOUR INFORMATION & WORK HOUR REQUIREMENTS

Students majoring in all programs in the Fermanian School of Business (all B.A. and B.S. degree programs) are required to complete three units of internship (BUS 4089).Each unit requires 40 hours of work. The following chart provides the work hour requirements for between 1-3 units taken in a single semester:

Units	Work Hours Required

1 unit	40 hours
2 units	80 hours
3 units	120 hours

COURSE LEARNING OUTCOMES

Upon completion of this course, students will be able to:

1. Apply business knowledge and skills to address needs in the work setting (PLO 1 & M1).
2. Create and deliver a professional presentation (PLO 3 & M4).
3. Evaluate a business' internship program and practices by synthesizing research and experience (PLO 2 & M4).
4. Prepare a research report using proper APA format and clear organization (PLO 3 & M4).
5. Employ values of integrity, work ethic, and professionalism in the work setting (PLO 4 & M1).
6. Collaborate effectively with others in the workplace (PLO 5, M1 & M4).

FSB ASSESSMENT

The following assignments will be collected for assessment purposes from this course:

✔ Elevator Pitch

✔ Ethical Dilemma

✔ Final Internship Research Report

REQUIRED RESOURCES

This course requires that students have access to and regularly use the following resources: 1. PLNU Email. Communication, including feedback on assignments, reminders, course updates and announcements, will be handled through the PLNU email system. Students must have access to and regularly check their email for course information. 2. Hosmer, L. R. T. (2008). *The Ethics of Management* (6th Ed). McGraw-Hill Irwin. ISBN: 978-0073405032 *PLNU students were granted free access to this book by the author's relatives. Please access a pdf of the book in Canvas.

LOMABOOKS: This course is part of our course material delivery program. The bookstore will provide each student with a convenient package containing all required physical materials; all digitally delivered materials will be integrated into Canvas. You should have received an email from the bookstore confirming the list of materials that will be provided for each of your courses and asking you to select how you would like to receive any printed components (in-store pick up or home delivery). If you have not done so already, please confirm your fulfillment preference so the

bookstore can prepare your materials. For more information about LomaBooks, please go: HERE.

COURSE GRADES

This course is graded on a credit / no credit basis. It is comprised of both work hours and Canvas assignments. Students who fulfill the requirements on time at an academic level expected of upper-division university courses will receive credit for the course. However, assignments must be submitted on time (with only one tardy allowed). Students will be dropped from the course if more than one assignment is late. Students have an allowed "re-do" on each assignment, which is due with the next assignment. However, time runs out at the end of the semester, and all assignments must be completed and assessed as acceptable by the last day of Final Exams. Failure to complete assignments on time and in an acceptable manner will result in a "no credit" for the course.

Credit for the BUS 4089 course is qualified by the following stipulations:

1. All work experience must occur during the dates in which a student is officially enrolled in the BUS 4089 course, and during the semester in which the student is officially enrolled in the course. No past or retroactive work experience will be counted for credit.
2. No work experience hours will be counted for credit in this course until official course paperwork is filled out and accepted: **Internship Proposal** (p. 19), including **Learning Agreement** (pp. 21-22) and **Release of Liability** (p. 20).
3. Acceptable work experience adheres to the purpose of the course, summarized in the **Course Description**. See the **Steps to Securing an Internship** section (pp. 11-12) for detailed information on the type of work experience that is acceptable for credit in this course.
4. An In Progress (IP) grade may be entered under circumstances in which the student delays the start of an internship and/or cannot finish the required hours due to extenuating circumstances beyond the control of the student. See the **Steps to Securing an Internship** section (pp. 11-12) for more detailed information.

FINAL EXAM

Due to the fact that this course is comprised of practical work experience, there is no formal final exam meeting. However, all assignments (including re-dos) must be submitted and completed in an acceptable manner by the last day of Final Exam week. Failure to meet this deadline will result in a "no credit" for this course.

ACADEMIC HONESTY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See Academic Policies for definitions of kinds of academic dishonesty and for further policy information. In internship work, submission of assignments and work hours, students are expected to exercise the highest level of professionalism and integrity. Dishonesty of any type will not be tolerated and will result in a grade of "no credit" for the internship course and a report to the dean and other university administrators as specified in the University Catalog.

Artificial Intelligence (AI) Policy: You are allowed to use Artificial Intelligence (AI) tools (e.g., 6

ChatGPT, Gemini Pro 1.5, GrammarlyGo,Perplexity, etc) to generate ideas, but you are not allowed to use AI tools to generate content (text,video, audio, images) that will end up in any work submitted to be graded for this course. If you have any doubts about using AI, please gain

permission from the instructor. How to Cite ChatGPT

Academic Accommodations. PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities in accordance with the Americans with Disabilities Act (ADA). Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2533). Once a student's eligibility for an accommodation has been determined, the EAC will work with the student to create an Accommodation Plan (AP) that outlines allowed accommodations. Professors are able to view a student's approved accommodations through Accommodate.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course. Accommodations are not retroactive so clarifying with the professor at the outset is one of the best ways to promote positive academic outcomes.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC. Students cannot assume that because they had accommodations in the past, their eligibility at PLNU is automatic. All determinations at PLNU must go through the EAC process. This is to protect the privacy of students with disabilities who may not want to disclose this information and are not asking for any accommodations.

INTERNATIONAL INTERNSHIPS

Students with an International Concentration or who are interested in the global economy are encouraged to consider an international internship experience. The Office of Global Studies (619-849-2387) and/or Dr. Rob Gailey (619-849-2786) can assist the students in their search. If students are interested in an internship abroad, it is recommended that they schedule an appointment with The Office of Global Studies and Dr. Gailey as soon as possible. One of these two points of contact can help students find an internship that fits their interests. The student must submit the **Internship Proposal** (p. 22) to the professor for approval. The Professor will oversee the portfolio assignments for the international internship to receive credit for the internship course.

UNIVERSITY POLICIES

Educational Goals. An internship or practicum must be part of an approved major or concentration within an academic department. Students must meet all prerequisites before participating. Each academic department offering internships or practicums for academic credit will clearly define the educational goals for these programs in written form. Learning objectives/career goals for the student and specific expectations from the internship or practicum site must stem from these educational goals. PLNU academic departments have flexibility as to how these educational goals are met, relative to the nature of their disciplines.

State Authorization. State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states

outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map on State Authorization to view which states allow distance education outside of California. State Authorization Map

Internship Locations / Sites. Internship and practicum locations must be selected in collaboration with the department and the appropriate faculty supervisor. The university supervisor may call or visit the internship site. Educational goals and accompanying expectations of the student must be agreed upon by the agency or business in order for it to qualify as an approved site. When needed, legal rights and liabilities of the student of the site and of the University will be clearly stated and agreed to in writing before the beginning of the experience.

Remuneration / Paid Internships. Historically, PLNU academic internships and practicum assignments were not paid positions. It was believed that the agency in which the student was placed was not to be considered the employer, but it was to serve as a partner in an educational experience for pre-professionals. As workplace policies have changed and liability concerns have arisen, the paid internship model has become common practice. If an internship includes payment for services (i.e., minimum wage, etc.), this must be stated in writing by the agency or business providing the paid internship. These conditions must be approved by the supervising academic department prior to the first day of the internship experience.

In certain situations, students may use current employment locations to count for credit unless the workplace also qualifies under the previously stated PLNU educational policies, and a specific assignment is agreed upon. This determination must be made in consultation with the faculty supervisor. Past employment or volunteer work may NOT be used for retroactive academic credit.

It remains the goal that agencies and businesses will be located by the academic departments and will participate with the University to provide valuable educational experiences, whether paid positions or not.

PLNU Copyright Policy. Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

Use of Technology. In order to be successful in your course, you'll need to meet the minimum technology and system requirements; please refer to the *Technology and System Requirements* information. Additionally, students are required to have headphone speakers, microphone, or webcams compatible with their computer available to use for any online or hybrid classes. Please note that any course with online proctored exams require a computer with a camera (tablets are not compatible) to complete exams online.Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

PLNU Recording Notification. In order to enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel. Note that all recordings

are subject to copyright protection. Any unauthorized distribution or publication of these recordings without written approval from the University (refer to the Dean) is strictly prohibited.

PLNU Attendance & Participation Policy. Regular and punctual attendance at all synchronous class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions (virtual or face-to-face), the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. In some courses, a portion of the credit hour content will be delivered asynchronously and attendance will be determined by submitting the assignments by the posted due dates. See Academic Policies in the Academic Catalog. If absences exceed these limits but are due to university excused health issues, an exception will be granted.

Online/Hybrid Delivery. Students taking online courses are expected to attend each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes posting in a graded activity in the course. (Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.)

Students who do not attend at least once in any 3 consecutive days will be issued an attendance warning. Students who do not attend at least once in any 7 consecutive days will be dropped from the course retroactive to the last date of recorded attendance.

Students who anticipate being absent for an entire week of a course should contact the instructor in advance for approval and make arrangements to complete the required coursework and/or alternative assignments assigned at the discretion of the instructor. Acceptance of late work is at the discretion of the instructor and does not waive attendance requirements. **Please Note: ACC/BUS 4089 do not have weekly assignments, as work hours count toward weekly requirements.*

Spiritual Care. Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith. If students have questions, a desire to meet with the chaplain or have prayer requests you can contact your professor or the Office of Spiritual Life and Formation.

Loma Writing Center. The Loma Writing Center exists to help all members of the PLNU community cultivate transferable writing skills to engage their academic, professional, personal, and spiritual communities. We work toward this goal by conducting one-on-one consultation sessions, supporting writing education across the PLNU community, and participating in ongoing writing center research. Getting feedback from the Loma Writing Center while you're in the process of working on an assignment is a great way to improve the quality of your writing and develop as a writer. You are encouraged to talk with a trained writing consultant about getting started on an assignment, organizing your ideas, finding and citing sources, revising, editing for grammar and polishing final drafts, and more. For information about how to make in-person or online appointments, see Loma Writing Center webpage or visit the Loma Writer Center on the first floor of the Ryan Library, room 221.

Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars we are keenly aware of the power of language and believe in treating others with dignity. As such, it is important that our language be

equitable, inclusive, and prejudice free. Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities such as age, disability, economic class, ethnicity, marital status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demeans persons or groups based on age, disability, class, ethnicity, gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality. If you (or someone you know) have experienced other forms of discrimination, you can find more information on reporting and resources at www.pointloma.edu/nondiscrimination.

Academic Behavior Policy:

Both faculty and students at Point Loma Nazarene University have the right to expect a safe and ordered environment for learning. Students are expected to take the initiative to learn and conduct themselves in a mature and civil manner in the classroom environment. Any student behavior that is disruptive or threatening is a serious affront to Point Loma Nazarene University as a learning community. Students who fail to adhere to these behavioral standards may be subject to disciplinary action, including removal from class or further university sanctions. For a full definition of disruptive behavior, response procedures, and the appeal process, please consult the Academic Behavior Policy in the University Catalog.

COURSE SCHEDULE & ASSIGNMENTS

An overview of the course calendar, including assignments and due dates, appears here. Detailed information on assignments appears on pp. 17-21. Assignments are due on time, irrespective of when you start internship hours. A planning and tracking work hours tool appears on p. 13.

Date	Course Requirement	Required Documents
Oct 20 End-of-day	Submitted in Canvas	1. Internship Proposal AND 2. Three Required Signature Forms: ✔ Release of Liability ✔ Course Agreement ✔ Learning Agreement
Oct. 30 End-of-day	**Assignment Group #1**	1. Elevator Pitch 2. Final Resume as a pdf

Nov. 5th End-of-day	**Assignment Group #2**	1. Ethical Dilemma Analysis 2. Letter of Recommendation ***(Optional)*** 3. Intern's Mid-Semester Report ***(Optional)***
Dec. 17th End-of-day	**Assignment Group #3**	1. Final Internship Research Report 2. Monthly Timesheets (include total hours for all time sheets to date. 3 units = 120 hours) 3. Copy of Thank You Letter to Supervisor 4. Supervisor is required to complete online "Final Evaluation of Intern"

STEPS TO SECURING AN INTERNSHIP FOR BUS 4089-Marketing

Purpose of the Internship

Students enroll in the internship class for credit in order to develop decision-making skills, problem-solving skills, communication skills, and apply academic business knowledge beyond the classroom to a business work setting. Therefore, internship selection should be made with the intent to stretch the student's learning, application of academic knowledge, and skill development in a mature, high-quality business environment. In addition, it should help students advance their career goals and provide opportunities to develop portfolio materials to assist them in career search and acquisition.

Qualifying Factors in Selecting an Internship:

- You may not work for family members.
- You must be registered for the semester coinciding with your work experience. ● Part-time jobs, jobs on campus, family-run or student-run small businesses, student-run start-up businesses, class projects, and jobs outside the career goals of the student may be approved if the student takes on a new project or job title.
- Internships may be paid, but the primary purpose is educational, and to meet program requirements, the internship must meet specific learning objectives approved by the FSB and the Professor.

Note that a good internship has the potential to impact a student's learning and future career in significant ways. Interns sometimes have difficulty finding the "right" internship experience that fits their career goals, but it is better to be selective and insist on a good "career fit" than to take an internship just to complete their hours. This may result in a student starting the internship late in the semester. Should it become difficult to complete 120 hours within the semester, the Records Office can assist you in adjusting the number of units enrolled. If this occurs, you will be allowed to enroll to finish your required units in another semester.

1. Decide on an area of interest:

Accounting Event Planning
Advertising Financial Advising
Banking Marketing/Public Relations
Non-profit Sales Project Management
Real Estate (commercial/residential)
Human Resource Management Other _____
Entrepreneurship: Product/Service of interest? _____

2. Register for the course.

- Make sure you meet the prerequisite by having completed BUS. 3013.
- Request clearance from your advisor (normal academic advising process). ● Request consent of the instructor from the Professor (contact information is on p. 4) by completing an "eligibility override" in Workday.
- Register for BUS 4089 C/E. Note: 3 units of credit are required for all degree programs in the Fermanian School of Business.

3. Research companies of interest.

- You may research companies on your own.
- Search for internships on LinkedIn and Handshake.com
- Schedule a meeting with FSB's Career Services Specialist: Nick Wolf (nwolf@pointloma.edu)
- For international internships, contact the Office of Global Studies (619-849-2387) or the Center for International Development (Dr. Rob Gailey, 619-849-2786).

4. Complete the BUS. 4089 **Internship Proposal** and submit it to the professor for approval.

- Allow approximately 1-2 weeks for the approval process.
- You will be notified by the Professor when your internship is approved. ● No internship hours will count toward course credit until approval and release of liability are complete.
- Note: part-time jobs, jobs on campus, family-run or student-run small businesses, student-run start-up businesses, class projects, and jobs outside the career goals of the student are rarely approved.

5. Begin working and plan your hours to realistically complete them during the semester you are enrolled in BUS 4089.

- Remember that you must be enrolled in the Internship Course (BUS 4089 at the same time you are fulfilling the hours that apply toward the internship course. A "4089C" designation indicates California, and a "4089E" designates an out-of-state internship. ● Hours are submitted and approved monthly by the Professor.
- Required: 3 units of credit = 120 hours

6. Check your email daily and submit assignments in a timely manner.

- You are responsible for all correspondence pertaining to BUS 4089, which will be

communicated primarily through email.

- Pay close attention to assignment due dates, as students will be dropped from BUS 4089 if assignments are not turned in by the dates in the syllabus.
- Submit assignments in Canvas by the due date in the Syllabus on pp. 17-21. The Professor will give you feedback regarding revisions as needed. Revisions are due by the next assignment due date (see ***Re-do Assignments***, p. 12). All work submitted should be professional, error-free, and upper-division college-level work.

7. Make the most of your internship experience.
    - Be a go-to person who adds value to the company.
    - Be a willing listener and a learner who is teachable.
    - Continually be looking for ways to apply things you have learned in the classroom and put them to use in your business workplace.
    - Remember, you represent not only yourself but Point Loma Nazarene University. 12

    Demonstrate professionalism and integrity and know that you are among a select group of sought-after interns in San Diego because you are from Point Loma. ☺ ● Lastly, remember that your professors in the FSB believe in you!

WORK HOUR REQUIREMENTS: PLANNING & TRACKING

Planning Your Internship Hours
A calendar appears below as a general guide to help you plan your internship work hours (for a 3-unit internship). You may use this chart to plan ahead for your own personal circumstances (travel, holidays, breaks, etc.) or adjust for unexpected events (sick days). You may work more hours per week than noted below.

Notes:

1. Required course forms (located in Canvas) must be filled out before internship work hours can be officially counted.
2. Internship work hours and assignments must be submitted in Canvas on time.

units	*By Week 5 Number of hours complete*	*By Week 9 Number of hours complete*	*Number of hours complete By Week 14*
Internship			
3 Units	*15-25 hrs*	*45-70 hrs*	*90-120 hrs*

2 Units	*15 hrs*	
	40 hrs	*80 hrs*

1 Unit -- 20 hrs 40 hrs

Assignment Guidelines

Assignment Policies
The following qualifications apply to all internship assignments:

1. ***Assignment due dates.*** Regardless of when you start your internship, you are still responsible for turning in your assignments in Canvas on time. Specific assignments and due dates are outlined in the next few pages. One tardy on one assignment is allowed. Beyond that, students who do not keep up with the assigned work will be dropped from the course.

2. ***Quality of work.*** All assignments must be upper-division college-level work. Assignments that do not meet this criterion will not be accepted for credit. They will be returned, and students will be offered a "re-do." The "re-done" assignment must be turned in on or before the next assignment due date.

3. ***Communication through Email.*** The student's Point Loma Email will be used for announcements and all contact between the student intern and the professor. Information about assignments, assessment of work, reminders, etc., will be handled through Email.

Students are responsible for all communication provided through Email and should check their Point Loma Email account often. Students should send a response to the Professor acknowledging that they have received whatever communication is provided by the Professor. The Professor will use "BUS. 4089 as the first tag in the subject line of the Email so students can identify it easily. Students should do the same when they initiate an Email to the Professor.

4. ***Submission of Assignments through Canvas.*** Students must submit all Assignments in Canvas. Two assignments (video cover letter and final internship research report) will also be submitted in Canvas separately for assessment purposes.

Re-do Assignments

Students will receive an "Incomplete" on an assignment if the assignment is not upper-division quality work and/or not ready to present to a potential employer. The student is advised to seek help from the Professor, his/her internship supervisor, or other trusted faculty or colleagues, and he/she must rewrite and resubmit a revised and acceptable assignment. Students will carry an "Incomplete." If the assignment is not revised and resubmitted to an acceptable quality level on the next due date, the assignment will be assessed as "No Credit."

Dropped from Course

Students who do not submit assignments on time or who do not submit upper-division quality work will be dropped from the course. A student who is dropped must retake the class (re-register and pay for the course a second time). Please do not be one of these students!

Note that even if you have not started work hours for your internship, you are still required to get your assignments in on time.

Electronic File of Contents in Canvas

The internship assignments in Canvas are a collection of the student's work that becomes a useful reference guide to aid in the development of career goals, job search, and professional vision. Therefore, students are strongly encouraged to keep the contents submitted in Canvas in an electronic file for future use. You may want to print out your letter of recommendation to take along to a job interview. You will not have access to Canvas after a certain point, so be sure to save your documents, as they will make you stand out in a job search.

INTERNSHIP PROPOSAL & Required Signature Forms – DUE DATE: Sept. 10th (end-of-day 11:59 p.m.)

1. **INTERNSHIP PROPOSAL:** Prepare an Internship Proposal according to the guidelines on p. 22. Even if you've already emailed this to your professor and received approval, you are required to submit this in Canvas, where indicated. If already approved, include a note that it has been approved and the date of approval.

2. **THREE DIGITAL SIGNATURE FORMS:** The following list of documents must be complete and submitted in Canvas before you can start counting work hours.

✔ Release of Liability (p. 23)

- Be sure to digitally sign and submit in Canvas.

✔ Learning Agreement/Signature Form (p. 24-25 – please obtain digital signatures.

✔ Course Agreement (p. 30)

ASSIGNMENT GROUP #1 DUE DATE: Oct. 8th (end-of-day 11:59 p.m.)

The assignment items/documents that must be submitted in Canvas on or before this due date are listed in this section.

1. Elevator Pitch

   A description and detailed instructions appear on pp. 31-33 of the Syllabus.

2. Final Resume (BUS. 3013) with internship included (please submit as a pdf).

ASSIGNMENT GROUP #2 DUE DATE: Nov. 5th (end-of-day 11:59 p.m.)

The assignment items/documents that must be uploaded to Canvas on or before this due date are listed in this section.

1. Ethical Dilemma Assignment (Please Note: This assignment is submitted separately in Canvas for assessment purposes. FSB faculty will be reading over your assignment).

2. Letter of Recommendation ***(Optional).*** Ideally, this would be from your internship 16 supervisor, but it could be from a professor, advisor, or former employer. When asking for the letter, please ask the recommender to highlight skills or strengths they've witnessed in you that would make you a valuable employee. This is something you could submit along with a job application that would help you stand out (as long as it's well-written and professional in nature). ☺

   Scan and attach the letter of recommendation from professionals: academic sources (academic advisor or professor) or professional sources (former employer, current employer). The letter should be on company letterhead and include the signature of the recommender. This will help the letter look more official and professional.

3. Intern's Mid-Semester Report (p. 27) ***(Optional).*** If all is well and you feel the learning objectives in your proposal are being met, there is no need to complete this. If you have concerns to raise about your internship, please complete this.

ASSIGNMENT GROUP #3 DUE DATE: Dec. 17th (end-of-day 11:59 p.m.)

The assignment items/documents that must be uploaded to Canvas on or before this due date are listed in this section.

1. BUS/ACC 4089/5089 Final Internship Research Report

   Detailed instructions and an article that must be cited in the report will be posted on Canvas. Strict adherence to the instructions is required.

2. Monthly Timesheets (p. 26)

   Timesheets for the months identified in the **Course Schedule** (p. 9) should be filled out by the student intern and signed by the student's Supervisor.

3. Copy of Thank You Letter to Supervisor

   The student intern needs to hand-write a letter of thanks to his/her Supervisor and mail it. Scan and submit a copy in Canvas.

4. Supervisor's Final Evaluation of Intern (pp. 28-29)

   The Professor will send a link for your Supervisor to complete this evaluation online.

NOTE: ***Students will not receive credit for the class if they do not submit the Supervisor's Final Evaluation, final report, and timesheets.***

Feedback will be provided in Canvas on each assignment submitted.

INTERNSHIP PROPOSAL

Internships may be found through the Career Services, handshake, business faculty, and personal contacts. The proposed internship must clearly advance the student's career objectives and be a learning experience.

Prepare the **Internship Proposal** as a one-page Word Document according to the guidelines that follow.

Include the following information in your **Internship Proposal**:

1. Student's contact information (cell number, home number, etc.)
2. Description of the student's "ideal job" after he/she graduates.
3. Description of the internship, name of supervisor, address/ phone #/ e-mail of company, where you found out about internship (Career Services, Handshake, LinkedIn, Family Friend, Professor, Bus. 3013 Informational Interview, etc.--and any other relevant contact information).
4. Must state how this experience will advance the student's career objectives, expand the job search network, and further develop the student's professional skills.
5. Describe in detail: your job responsibilities and the kind of assignments/projects you will be working on while interning. Formulate these as student learning outcomes. For example, "I will learn to demonstrate professional presentation skills," or "I will learn to effectively complete an audit."

A proposal will **not** be favorably considered if one or more of the following descriptions apply:

1. A part-time job or routine job that the student currently holds (i.e. on-campus employment, etc.) – unless the student takes on a new project and/or business -related task. Remember, the Internship is a special experience giving the student a unique learning opportunity.
2. The proposal involves working in a family. The FSB has nothing against these business operations, but academic credit is reserved for special learning experiences in a business environment that will stretch the student.
3. The proposal is for work in a student-run start-up business. Again, the FSB is not opposed to these work experiences, but when giving academic credit, the FSB must ensure the student experience will provide unique and consistent learning at a leadership level, will be predictably high-impact (low-risk) in terms of learning outcomes, and will stretch student learning in new ways.
4. The proposal is inconsistent with the student's chosen career goals.

Faculty in the FSB must approve all internships. The Professor will attempt to process your internship proposal quickly. However, you should be prepared to allow a week for approval/disapproval. While you are waiting, carefully read the syllabus and get started on the other assignments. Be aware of the course calendar dates and plan out your work hours to make sure that you can finish your internship work hours in the allotted time frame. If you do not secure an

internship, you will need to drop the course (before the last day to drop).

****FILLABLE FORMS FOR COURSE CREDIT IN CANVAS MODULES****

RELEASE OF LIABILITY

*****PLEASE READ CAREFULLY BEFORE SIGNING*****

I recognize that the Business [Accounting] Internship Course at Point Loma Nazarene University differs from traditional courses in that it requires travel from the campus to a work site not controlled by the University. In that respect, there are unique hazards associated with this course. I understand that the purpose of the Release and Hold Harmless Agreement ("Release") set forth herein is to protect the University and its governing board, agents, and employees (collectively the "University") from and against any and all liability which may arise from, or be released to, my participation in this course.

I acknowledge and understand that there are certain dangers and risks inherent in travel and the activities included in the course and that the University cannot and does not assume responsibility for losses, including, but not limited to, personal injuries or property damage arising therefrom. These risks may include losses regarding travel to and from a destination; the condition of facilities at the internship ("work") site; criminal activity; the defect of a vehicle or the negligence of work supervisors; sickness, weather, strikes, hostilities, wars, terrorists, natural disasters, or other such causes; and any disruption of travel arrangements, or any additional expenses that may be incurred there from. I acknowledge and understand that the University does not represent, or act as an agent for, the transportation carriers, facilities, or other suppliers of services in connection with the course.

RELEASE AND HOLD HARMLESS AGREEMENT

Knowing the dangers and risks of such activities, and in consideration of being permitted to participate in the course, I, on behalf of my family, heirs, and personal representative(s), agree to assume all risks and responsibilities surrounding my participation in the course and release and forever discharge, waive, and covenant not to sue the University from and against any and all liability for any harm, injury, damage, claims, demands, actions, causes of action, costs, and expenses of any nature whatsoever which I may have, or which may hereafter accrue to me, arising out of or related to my participation in the course.

I agree to hold the University harmless from and against any claim by me or my family arising out of my participation in the course. I further agree that this Release shall be governed and interpreted in accordance with the laws of the State of California.

THIS IS A RELEASE OF LEGAL RIGHTS
PLEASE BE CERTAIN YOU UNDERSTAND THIS DOCUMENT BEFORE SIGNING IT.

<u>ELECTRONIC SIGNATURE ACKNOWLEDGEMENT</u>

By typing my name below, I affirm that this Release of Liability shall be signed electronically and that my typed name constitutes a valid and legally binding signature. I agree that this electronic signature has the same force and effect as a manual signature.

Signature (Typed Name): _____
Student ID #: _____
Date: _____

****FILLABLE FORMS FOR COURSE CREDIT IN CANVAS MODULES****

INTERNSHIP LEARNING AGREEMENT

Point Loma Nazarene University
Fermanian School of Business
3900 Lomaland Dr. San Diego, CA, 92106
(619) 849-2200

A. Registration Information:

Student Name: Student ID #
Address:

PLNU Email: Cell Phone #:

Internship Units: Major:

Semester: ⬜ Fall ⬜ Spring ⬜ Summer

Academic Year:

Classification: ⬜ Junior ⬜ Senior

B. Internship Employment Information:

Employer Company Name:

Address:

City: Zip: Phone:

Supervisor Name:

Title: Phone:

Supervisor's Email Address:

Company Web Address:

Start Date: End Date: Hours Per Week: Title of Internship Position: Total Number of Weeks:

Is the Internship position paid: ☐ Yes ☐ No

Note: Internship credit equivalencies are 40 hours = 1 unit; 80 hours = 2 units; 120 hours = 3 units. Please note: the FSB program requires a total of 3 units (120 hours) be completed for program requirements. Any units beyond that are electives.

C. Approved Internship Proposal:

This will highlight student learning outcomes. Upload to Canvas. See page 22 for Internship Proposal guidelines.

D. Agreements & Signatures:

Internship Employer: I have discussed this internship with the student intern and we have agreed upon the assigned work components appearing above. To help the student intern gain valuable work experience, I agree to provide: assistance as required, necessary training and consultation, an orientation concerning our organizational policies and procedures, and regular meetings to provide guidance. I also agree to perform a mid-semester and final evaluation of the student intern using forms he/she will provide.

Internship Supervisor's Signature/Typed Name Date

Student Intern: I concur with and accept the academic and work assignments indicated above. I understand and will adhere to the internship registration procedure. I will complete all work and academic assignments to the best of my ability. I will treat any proprietary information provided by my employer with strict confidentiality, will familiarize myself with and adhere to the organization's policies and procedures, and will adhere to the highest standards of ethical conduct. I will notify the faculty internship coordinator of any problems that arise in connection with this internship.

Student Intern's Signature/Typed Name Date

Faculty Lead: I have discussed the academic component of this internship with the student intern. I agree to correspond regularly with the student intern to discuss the internship experience. I will assess the student's performance and award the final course grade.

Faculty Lead's Signature/Typed Name Date

****FILLABLE FORMS FOR COURSE CREDIT IN CANVAS MODULES****

MONTHLY TIMESHEET

Student's Name:

Internship Supervisor's Name :

Time Card Information:

Date Submitted: Reporting Month: Name of Employer:

TIMESHEETS MUST BE TURNED IN BY DUE DATE IN SYLLABUS.

	# Hours Worked		# Hours Worked	Date	# Hours Worked
1		13		25	
2		14		26	
3		15		27	
4		16		28	
5		17		29	
6		18		30	
7		19		31	
8		20		Monthly	
9		21		Total	
10		22			
11		23			

12 24

We certify the above named intern has worked the hours indicated above.

Student's Signature:

Internship Supervisor's Signature:

Comments:

****FILLABLE FORMS FOR COURSE CREDIT IN CANVAS MODULES****

INTERN'S MID-SEMESTER REPORT (Optional)

Student's Name: Semester: Internship Site:

Internship Supervisor's Name:

Please type your answers to the following items on a separate paper (2-3 pages). When completed, please place your mid-semester report in your portfolio.

1. What internship project/activities have you finished, or are you currently working on? Are these the activities that you described in your learning contract/internship objectives? Explain the reasons for any changes.

2. Is this a career or company you would like to pursue after graduation? Why or why not?

3. Thus far, how are the activities/projects of your internship related to the learning objectives in your learning contract?

4. What other activities/projects in your internship would you like to get involved with?

5. What kinds of supervision/guidance are you receiving from your work site supervisor? Is it adequate, or are there changes you would prefer?

6. What training and/or events have you attended? (Include meetings, speakers, conferences, or other formal training activities?

7. What aspects of your internship do you find most rewarding? Which are most challenging?

8. What aspects of your internship do you find disappointing, if any?

9. Are there any other issues that are important to raise?

Can this information be shared with your internship supervisor? Yes No

Student's Signature: Date:

****THIS EVALUATION WILL BE COMPLETED VIA EMAIL. THE FOLLOWING SERVES AS THE RUBRIC.****

SUPERVISOR'S FINAL EVALUATION OF INTERN

Student's Name: Date: Internship Supervisor's Name: Phone #

INSTRUCTIONS:

The School of Business faculty strives to produce the highest quality graduates possible. One of the best measures of our success is how well our students perform in actual job situations. Therefore, your evaluation of their work skills and values is very important to us. Listed below are a series of output goals we have established for our students. Please measure the intern against the standards you expect of an entry-level employee in your business. You may indicate N/A (not applicable) for any evaluation factor you did not have a chance to observe or feel unable to rate. We encourage you to counsel the intern on your evaluation, so he/she may understand what they may do to improve in the future. Please feel free to address the areas covered on the evaluation at any point during the student's internship, so he/she may have time to improve his/her performance while still working for you as an intern.

Put an X next to all those that apply

CRITICAL THINKING

Judgment
Exceptionally mature decisions
Above average decision making
Usually makes the right decision
Often uses poor judgment
Consistently uses bad judgment

Ability to Learn
Learned work exceptionally well _____
Learned work readily _____
Average in understanding work _____
Rather slow in learning _____
Very slow to learn _____

PROBLEM SOLVING

Found/solved problems on own _____
Solved problems shown _____
Solved problems w/guidance _____
Needed help on problems _____
Unable to solve problems _____

RESOURCE MANAGEMENT

Quality of Work
Consistently excellent work
Produced very good work
Did about average work
Work usually below average
Did poor work

Quantity of Work
Achieved unusually high output

Did more than expected

Accomplished the normal amount

Did less than expected

Low out-put, slow accomplishment

INTERPERSONAL SKILLS

Attitude
Displayed outstanding enthusiasm

Very interested and industrious

Average diligence and interest

Somewhat indifferent

Definitely not interested

Blames others for failures

Ability to Work with Others
Always cooperative; strong team member
Seeks to mediate differences
Team Player
Requires strong guidance
Uncooperative & difficult to work with

INTEGRITY

Unquestionably trustworthy
Usually trustworthy
Obeys all the rules
Cuts corners when possible
Untrustworthy

RELATIONS WITH OTHERS

Exceptionally well accepted
Works well with others
Gets along satisfactorily
Has difficulty working with others
Works poorly with others

Dependability
Completely dependable
Above average dependability
Average dependability
Sometimes undependable
Often neglectful or careless

Maturity/Poise
Quite poised and confident
Has strong self-assurance
Average maturity and poise
Seldom assertive
Timid or Brash

Initiative
Requires almost no guidance
Usually works well on own
Works independently at times
Does only assigned work
Must be pushed frequently

PERSONAL VALUES

Responsibility
Accepts full responsibility for actions
Usually accepts responsibility
Complies with established rules
Offers excuses for shortfalls

Excellent_____ Regular_____ Irregular____

PUNCTUALITY

Excellent_____ Regular_____ Irregular____

Rate the following from 1-Poor to 5-Excellent
Compared to entry level employees or other interns

COMMUNICATION

Writing Skills
Speaking Skills
Listening Skills
Computer Skills

COMMUNICATION SOFTWARE

PowerPoint Excel
Word Processing
Communications Technology Skills
Ability to Interpret Data
Other

BUSINESS KNOWLEDGE

Finance
Marketing
Accounting
Economics
Management
Quantitative
Business Law

Final Comments: *Please provide suggestions for improvement or areas of strength regarding your intern and/or PLNU's internship program.*
Thank you.

****FILLABLE FORMS FOR COURSE CREDIT IN CANVAS MODULES****

ACC/BUS 4089/5089 C/E
ACCOUNTING OR BUSINESS INTERNSHIP
COURSE AGREEMENT FORM

I understand that the internship course involves working at an approved internship, completing the hours designated:

1 unit = 40 hours,
2 units = 80 hours,
3 units = 120 hours [total units required by FSB degree programs];

and completing various evaluations and internship assignments.

I understand that if I decide to add or drop units, I need to do this within the deadlines set by the university.

I agree to the requirements and policies outlined in the **Spring 2026 Syllabus & Handbook**. I understand failure to complete the designated hours, internship assignments and internship evaluations will lead to no credit and/or being dropped from the course.

ELECTRONIC SIGNATURE ACKNOWLEDGEMENT

By typing my name below, I affirm that this Course Agreement Form shall be signed electronically and that my typed name constitutes a valid and legally binding signature. I agree that this electronic signature has the same force and effect as a manual signature.

Signature (Typed Name): _____
Student ID #: _____
Date: _____

BUS/ACC. 4089/5089 ELEVATOR PITCH



Student Learning Outcomes: Demonstrate effective business communication through both written and verbal means (PLO #3).

ELEVATOR PITCH DIRECTIONS

CONTEXT: Geared for college students seeking full-time employment.

THE 3 C's:

- **Concise:** 30-60 seconds and to the point.
- **Clear:** Provide evidence to support your top strength (award, result, project, etc).
- **Confident:** A good elevator pitch requires a combination of confidence (without being condescending or cocky) and assertiveness (but without being aggressive).

DELIVERY:

- Show energy and excitement toward your subject matter through eye contact, vocal variation, volume, and smile. DO NOT read directly off your screen, as it does not sound genuine or natural.
- Dress in a full suit or business casual (collared shirt, tie, and/or blazer, dress, etc.).
- Record where you have some natural light on your face from a window, etc. Not sun in your eyes, but rather your face in natural light rather than in shade.

- Professional setting: Be sure the background is not distracting. Go with a white wall if all else fails.
- Camera should be eye-level.

SCRIPT: Practice, practice, practice. You want to be conversational and engaging. Do NOT read word for word.

1. Hello, my name is _____and I am completing a Bachelor's degree in _____at Point Loma Nazarene University. I plan to graduate [state month and year].

1. I am currently serving as an intern with [company name] which has helped me develop my skills in _____ and passion/interest in the _____field.

2. One strength or skill that differentiates me from others is my _____. Provide an example to back this skill or strength (award, result, project, ASB or club role/position, etc.).
3. I am interested in securing a position as a _____in the _____ field (industry) and would love to talk to you more about how I can add value to your team at [if you know the particular company you are interested in, please include the name here].
4. Thank you so much! Have a great day!

PRACTICE, RECORD, AND SUBMIT YOUR PITCH AS A YOUTUBE LINK or VIDEO FILE IN CANVAS