



BUS/ACC. 4089/5089

Business/Accounting Internship

(3-6 units)

Course Syllabus & Handbook

Spring 2024  
Fermanian School of Business (FSB)  
Point Loma Nazarene University  
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# BUS 4089/5089: Business Internship Syllabus & Handbook

## COURSE Duration: Spring Semester

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

## ACADEMIC DIRECTOR'S CONTACT INFORMATION

The Academic Director of Internships is the Professor of the Internship Course.

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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 [ACC 4089] – Internship in Business [Internship in Accounting] \*\***

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 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.

## **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). Accounting majors may substitute ACC. 4089. An intern may complete up to six units with the same employer, which may be split among different semesters, but all units beyond three count as non-major elective units for the purpose of graduation requirements. In addition, students are required to complete three extensive online assignments in Canvas that comprise a professional portfolio.

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:

<b>Units</b>	<b>Work Hours Required</b>
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).
2. Create and deliver a professional presentation (PLO 3).
3. Evaluate a business' internship program and practices by synthesizing research and experience (PLO 2).
4. Prepare a research report using proper APA format and clear organization (PLO 3).
5. Employ values of integrity, work ethic, and professionalism in the work setting (PLO 4).
6. Create a professional ePortfolio (PLO 3).
7. Collaborate effectively with others in the workplace (PLO 5).

## **FSB ASSESSMENT**

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

- ✓ Video Cover Letter
- ✓ 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* (6<sup>th</sup> Ed). McGraw-Hill Irwin. ISBN: 978-0073405032

Note: This book is out of print, but you can purchase used copies on various sites. If you've purchased the most recent edition, the content is very similar, so it should work; however, the case studies are different. I will provide you with the case study you will be required to use from the 6<sup>th</sup> Edition.

## 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/ACC. 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/ACC. 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 filed and accepted: **Internship Proposal** (p. 22), including **Learning Agreement** (pp. 24-25) and **Release of Liability** (p. 23). See the **Steps to Securing an Internship** section (pp. 10-12) for more detailed information.
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. 10-12) 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. 10-12) 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 comport to 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, ChatGPT, iA Writer, Marmot, Botowski) to generate ideas; however, you are NOT allowed to use AI tools to generate content (text, video, audio, images) that will be included or quoted in any work

submitted for this course. If you have any doubts about using AI, please gain permission from the instructor.

**Academic Accommodations.** PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center ([EAC@pointloma.edu](mailto:EAC@pointloma.edu) or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

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 and/or if they do not wish to utilize some or all of the elements of their AP in that course.

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.

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## **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 the Center for International Development (Dr. Rob Gailey, 619-849-2786) can assist the students in their search. If students are interested in an internship abroad, it is recommended 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 to 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 using the below link to view which states allow online (distance education) outside of California.

<https://www.pointloma.edu/offices/office-institutional-effectiveness-research/disclosures>

### ***Internship Locations / Sites***

Internship and practicum locations must be selected in collaboration with the department and 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***

Traditionally, PLNU academic internships and practicum assignments have not been 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.

Students may not 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 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.

## 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
<b>Jan. 19th</b> End-of-day	Submitted in Canvas	1. Internship Proposal AND 2. Three Required Signature Forms: ✓ Release of Liability ✓ Course Agreement ✓ Learning Agreement
<b>Feb. 6th</b> End-of-day	<b>Assignment Group #1</b>	1. Video Cover Letter 2. Final Resume as a pdf
<b>Mar. 12th</b> End-of-day	<b>Assignment Group #2</b>	1. Ethical Dilemma Analysis 2. Letter of Recommendation ( <i>Optional</i> ) 3. Intern’s Mid-Semester Report ( <i>Optional</i> )
<b>Apr. 23rd</b> End-of-day	<b>Assignment Group #3</b>	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”
<b>*ACC 5089 STUDENTS ONLY</b>  <b>Apr. 2<sup>nd</sup></b> End-of-day	<b>Industry Research Report</b>	Complete accounting industry report which highlights background of industry, current state of industry, and future trends.  Required to utilize APA format for in-text cites and reference page.

## STEPS TO SECURING AN INTERNSHIP FOR BUS/ACC. 4089/5089

### Purpose of the Internship

Students enroll in internship 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.
- All internships must be approved by the Academic Director of Internships (Professor).
- 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 student takes on new project or job title.
- No internship hours will count for credit until proper paperwork is submitted (approval and release of liability).
- 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 your 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, 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	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 instructor from the Professor (contact information is on p. 4) by emailing the professor with the following information: your class standing (junior or senior required), your ID number, and the semester you wish to enroll.
- Register for BUS. 4089. Note that 3 units of credit are required for all degree programs

in the Fermanian School of Business. In addition, “4089C” designation is for California internships and “4089E” designation is for out-of-state internships

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/ACC. 4089 **Internship Proposal** (p. 22) and submit it to the professor for approval.
  - Internships must be approved by the Fermanian School of Business and do not officially begin until approved and the **Release of Liability** (p. 23) is completed and signed (see step 5).
  - Complete the **Internship Proposal** (p. 22) for approval and submit to the Professor (via email and submit in Canvas).
  - 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 (step 5) 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. After you have received approval, complete the **Release of Liability** (p. 23) and sign. **This must be completed before you begin work. No internship hours will count until this form is submitted in Canvas.**

Scan the Release of Liability Form and include it in Canvas.
6. Begin working and plan your hours to realistically complete them during the semester you are enrolled in BUS/ACC. 4089.
  - Remember that you must be enrolled in the Internship Course (BUS/ACC. 4089) at the same time you are fulfilling the hours that apply toward the internship course. A “489C” designation indicates California and a “4089E” designates an out-of-state internship.
  - Hours are submitted and approved monthly by the Professor. For a planning and tracking tool for internship hours, see p. 14.
  - Required: 3 units of credit = 120 hours
7. Check your email daily and submit assignments in a timely manner.
  - You are responsible for all correspondence pertaining to BUS/ACC. 4089 which will be communicated primarily through email.
  - Pay close attention to assignment due dates, as students will be dropped from BUS/ACC.

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.

8. 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. 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. ☺
- Finally, remember that your professors in the Fermanian School of Business believe in you. God bless 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. Paperwork must be filed before internship work hours can be officially counted (**Internship Proposal** (p. 22), **Learning Agreement** (pp. 24-25), and **Release of Liability** (p. 23)).
2. Regardless of when you begin internship work hours, **Internship Assignments** (see pp. 14-21) must be submitted in Canvas on time.

<i>Internship units</i>	<i>By Week 5 Number of hours</i>	<i>By Week 9 Number of hours complete</i>	<i>By Week 14 Number of hours complete</i>
<i>3 Units</i>	<i>15-25 hrs</i>	<i>45-70 hrs</i>	<i>90-120 hrs</i>
<i>2 Units</i>	<i>15 hrs</i>	<i>40 hrs</i>	<i>80 hrs</i>
<i>1 Unit</i>	<i>--</i>	<i>20 hrs</i>	<i>40 hrs</i>

## 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 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:” or “ACC. 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 a “Re-do” or “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 re-submit a revised and acceptable assignment on or before the next Assignment Group due date. Students will carry an “Incomplete” on “re-do” assignments until the next due date. 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 which become 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 Assignment Details  
& Due Dates  
Submitted in Canvas

***INTERNSHIP PROPOSAL & Required Signature Forms –  
DUE DATE: Jan. 19th  
(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 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 sign this, scan it, and attach it.
  - ✓ Learning Agreement/Signature Form (p. 24-25 – only need student's signature and supervisor's signature. The "Academic Director of Internships" is me, and you do not need to obtain my signature if you have both the intern and supervisor's signatures).
  - ✓ Course Agreement (p. 30)

***ASSIGNMENT GROUP #1 DUE DATE: Feb. 6th  
(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. **The "High Priority Assignments" below should be submitted as soon as possible, before the due date if possible.**

1. Video Cover Letter
  - 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: Mar. 12th (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 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). 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: Apr. 23<sup>rd</sup> (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 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.

**FOR ACC 5089 STUDENTS ONLY: INDUSTRY RESEARCH REPORT DUE  
Apr. 2<sup>nd</sup> (end-of-day – 11:59 p.m.)**

**ACC 5089 ONLY – Future Trends in Accounting: A Research and Analysis Report**  
**OVERVIEW OF ASSIGNMENT:** In this assignment, you will have the opportunity to explore the accounting industry and critically analyze its current state and future opportunities. By conducting research and considering various factors, you will develop insights into the potential challenges and opportunities that the industry may face in the coming years. This assignment will

help you sharpen your research, analysis, and critical thinking skills while gaining a deeper understanding of the dynamics of the accounting industry.

**ASSIGNMENT OBJECTIVES:**

- 1) To research and gather information about the accounting industry.
- 2) To analyze the current state of the accounting industry.
- 3) To identify and evaluate key trends and factors shaping the accounting industry's future.
- 4) To formulate informed opinions and predications about the accounting industry's future.
- 5) To present research and analysis in a professional report.

**REPORT CONTENTS:** Each part should have a heading in APA format.

**Introduction (1 paragraph):** Begin with a creative attention-getter related to the field, mention the importance of this analysis, and preview points of paper.

**History of Industry (1-2 paragraphs):** Provide brief background of accounting industry and its progression to today. Use APA format to cite any paraphrases or quotes from your sources.

**Current State of Industry (1-2 paragraphs):** Research the current state of the accounting industry by including statistics, recent developments, key players. What are some major challenges the industry faces today?

**Future Trends of Industry (2-3 paragraphs):** Discuss major shifts in the accounting industry in 5-10 years: Address the following questions in this paragraph.

- 1) What shifts may occur in the accounting industry in the next 5-10 years? Consider how technological advances may impact the industry (e.g. artificial intelligence, etc.), how market trends (e.g. look at market trends and emerging markets, etc.), and regulatory factors (e.g. how government regulations or sustainability may impact the future of the field, etc.).
- 2) How can the accounting field adapt to the changes you identified.
- 3) Provide an example of an accounting firm or accounting department is adapting to the future. What are they doing to adapt and how will it help them prosper in the future.

**Conclusion (1 paragraph):** Summarize main points and tie back to attention-getter.

**PAPER FORMAT:**

Utilize APA format (7<sup>th</sup> Ed.) for title page, headings for each part of the paper, in-text cites, and for reference page. Paper should be typed, double-spaced and error-free.

**GRADING CRITERIA:** *\*Please see rubric in Canvas.*

- Organization of Contents
- Background of Accounting Industry
- Critical Analysis of Current State
- Insightful Future Trends
- Proper APA Format
- Quality of Paper (error-free)

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

The Professor will e-mail you when all assignments have been reviewed completely.

# **Business Internship Course Forms**

**Please Note: All forms are also posted in Canvas. Please complete required course forms and submit in Canvas where indicated. For forms requiring signatures, please be sure to print, sign, scan, and attach them, so the signature is visible.**

## **INTERNSHIP PROPOSAL**

Prepare the **Internship Proposal** as a one-page Word Document according to the guidelines which follow. Attach your Internship Proposal to an email sent to the Professor (contact information p. 4). Start the subject line with “BUS 4089:” or “ACC 4089:” for all email correspondence with the Professor.

Internships may be found through the Office of Strengths and Vocation, business faculty, and through personal contacts (see **Steps to Securing an Internship**, pp. 10-12). Some students are interested in developing their own internship experience. However, the proposed internship must clearly advance the student’s career objectives and be a learning experience.

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 (OSV, 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 the student has held in the past is proposed. Remember, the Internship is a special experience giving the student a unique learning opportunity.
2. The proposal is for work in a family or student-run small business. The FSB has nothing against these business operations, but academic credit is reserved for special learning experiences in a business environment of type and scope that will stretch the student.
3. The proposal is for work in a student-run start-up business, a student project, or on-campus employment. 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 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. The Professor must drop you from the course if you miss assignments and do not begin your internship work hours within a reasonable time frame. Note that as a last resort you have the option to drop the course (before the last day to drop) or adjust your internship units (before the last day to drop). You may always speak to the Professor if you have questions or concerns.

## **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 there from. 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.**

For participation in Bus 4089 (Business Internship) or ACC 4089 (Accounting Internship):

\_\_\_\_\_  
Printed Name of Student

\_\_\_\_\_  
Student ID No.

\_\_\_\_\_  
Signature of Student

\_\_\_\_\_  
Date

## INTERNSHIP LEARNING AGREEMENT

Point Loma Nazarene University  
 Fermanian School of Business  
 (619) 849-2200

3900 Lomaland Dr.  
 San Diego, CA, 92106

### A. Registration Information (to be completed by student intern):

Student intern \_\_\_\_\_ Student ID# \_\_\_\_\_  
                                     first name                    last name

Address: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Number of internship units: \_\_\_\_\_

Major: \_\_\_\_\_

Semester:     Fall         Spring         Summer

Academic Year: 20\_\_\_\_ - \_\_\_\_         Junior         Senior

### B. Internship Employment Information (to be completed by student intern and internship employer):

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.**



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**C. Approved Internship Proposal highlighting student learning outcomes (attach it to this document; see p. 22 for Internship Proposal guidelines)**

**D. Agreements and 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 Supervisors Signature

---

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

---

Date

- **Academic Director of Internships / Professor:** 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.

---

Academic Director of Internships / Professor's Signature

---

Date

## MONTHLY TIMESHEET

Student Information (students may use this timesheet or one provided by his/her Internship Supervisor. On designated due dates, place completed timesheet in your portfolio (be sure to include signatures).

Student's Name: \_\_\_\_\_

Site Supervisor: \_\_\_\_\_

Time Card Information (to be completed in ink):

Date Submitted \_\_\_\_\_ Reporting Month \_\_\_\_\_

Name of Employer \_\_\_\_\_

**TIMESHEETS MUST BE TURNED IN BY DUE DATE IN SYLLABUS.**

Date	# Hours Worked	Date	# 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: \_\_\_\_\_

Supervisor's Signature: \_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## INTERN'S MID-SEMESTER REPORT (Optional)

Student's Name: \_\_\_\_\_ Semester/Year \_\_\_\_\_

Internship Site: \_\_\_\_\_

Company/Supervisor: \_\_\_\_\_

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 site supervisor? \_\_\_\_\_ Yes \_\_\_\_\_ No

Intern's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## SUPERVISOR'S FINAL EVALUATION OF INTERN

(Please note: The FSB requires that this evaluation form be filled out online by your supervisor.  
The Professor will e-mail link closer to the date it is due.)

Student's Name: \_\_\_\_\_ Date: \_\_\_\_\_

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 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 \_\_\_\_\_

### *RESOURCE MANAGEMENT*

#### Quality of Work

Consistently excellent work \_\_\_\_\_  
 Produced very good work \_\_\_\_\_  
 Did about average work \_\_\_\_\_  
 Work usually below average \_\_\_\_\_  
 Did poor work \_\_\_\_\_

#### Ability to Learn

Learned work exceptionally well \_\_\_\_\_  
 Learned work readily \_\_\_\_\_  
 Average in understanding work \_\_\_\_\_  
 Rather slow in learning \_\_\_\_\_  
 Very slow to learn \_\_\_\_\_

#### Quantity of Work

Achieved unusually high output \_\_\_\_\_  
 Did more than expected \_\_\_\_\_  
 Accomplished the normal amount \_\_\_\_\_  
 Did less than expected \_\_\_\_\_  
 Low out-put, slow accomplishment \_\_\_\_\_

### *PROBLEM SOLVING*

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

### *INTERPERSONAL SKILLS*

#### Attitude

Displayed outstanding enthusiasm \_\_\_\_\_  
 Very interested and industrious \_\_\_\_\_  
 Average diligence and interest \_\_\_\_\_  
 Somewhat indifferent \_\_\_\_\_  
 Definitely not interested \_\_\_\_\_

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 \_\_\_\_\_  
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 \_\_\_\_\_

*ATTENDANCE*

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.*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**BUS/ACC. 4089/5089: Business/Accounting Internship  
COURSE AGREEMENT & SIGNATURE PAGE**

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 2024 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.

Name (print) \_\_\_\_\_ ID# \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## BUS/ACC. 4089/5089: VIDEO COVER LETTER

### Assignment Guidelines

### Credit / No Credit



\*In order to receive credit, you need to carefully follow all directions as stated below for the video format and delivery. For example, if you are not dressed professionally or do not clearly follow the video format, you will be asked to re-record your video again. Best advice: spend some time on this and do it right the first time. Please refer to the video cover letter examples posted in Canvas as a guide to completing this assignment.

#### Student Learning Outcomes:

- Demonstrate effective business communication through both written and verbal means (PLO #3).
- Critically evaluate your skills, abilities, and goals in light of your vocational aspirations
- Translate a written cover letter into an oral format
- Facilitate creative thinking and use of emerging technology
- Present a professional video to assist in the job search process

-

#### Background and Purpose:

Competition in today's job market is fierce, and candidates who are skilled in oral and visual communication have concrete advantages over those who are not. Building a video cover letter is a way to display those skills in a portable, digestible, easily accessible format. Your video cover letter should highlight your past experiences and your aspirations for the future in such a way that it is clear to potential employers that you would be an excellent fit for a *position* in which you are interested. With that in mind, the purpose of this assignment is twofold. First, it will give you the opportunity to develop and display your oral communication skills. Second, it will also give you time to reflect on the ways in which your skills, abilities, and goals match your vocational aspirations for the immediate future after graduation.

#### Video Format:

\*Choose a *specific type of position and field* to apply for (intern in an accounting firm—you may name the specific firm if you are applying to a specific firm—otherwise, just state your area of interest).

## **I. Introduction**

A. Introduce yourself in confident, friendly manner, such as: "Hello, my name is Molly Morrison, and I am a senior at Point Loma Nazarene University majoring in Business Administration. I am interested in pursuing employment with an accounting firm in the San Diego area.

B. Next, you choose what two strengths or skills to focus on:

**Option 1:** You could say..."Due to my academic experience and work experience, I feel well qualified to work in the accounting field"

**OR**

**Option 2:** You could say, "My two top strengths according to Strengths Finder 2.0, include Achiever and Learner, I feel these strengths would add value to your organization."

## **II. Body**

Provide an example to back the two areas you mention in your preview/opening.

**If you went with Option #1:** You stated that your academic background and work experience qualify you to make a difference in the workplace, so you would want to:

A. Provide some background on your degree/education (state your major, influential classes taken, etc.) AND

B. Highlight your work experience by providing an example of a job and what you learned.

**OR**

**If you went with Option #2:** You highlighted your two top strengths from Strengths Finder 2.0 in the introduction, you will want to clearly state your two top strengths (According to Strengths Finder 2.0) and provide an example of how you uphold each strength and how these strengths would allow you to add value to their organization. You could state:

A. My strength as an Achiever can be seen in my desire to succeed in all I take on. In addition to excelling in my accounting internship at Moss Adams, I've have been able to maintain a high cumulative GPA.

B. My strength as a learner can be seen in my ability to seek knowledge both in and outside of the classroom. I consider knowledge a gift, so I am appreciative of any chance I get to learn and better myself.

## **III. Conclusion**

A. Thank you for your time and consideration.

B. Please contact me should you have any questions.



## **DELIVERY:**

- Video should not exceed 1 minute.
- Dress professionally—both men and women are expected to dress professionally (men - suit and/or collared shirt with tie or collared suit with jacket, dress pants / women - suit, collared shirt or dress.
- Choose setting carefully—you want to have good Outdoors (not in direct sunlight) is a good option, also well-lit room – with no shadows and no background noise. Not dorm room. FSB boardroom is a good option with picture behind you.
- Make eye contact – do not read script – this is short and you should have practiced this ahead of time, so you have the format down – at the most you might have written a few key words on a note card located in front of you – not The goal is to be conversational. Have someone else record you, so you aren't shutting off the recording device.
- Use vocal variation, as you want to avoid sounding monotone.
- Be expressive – smile, make eye contact, and show your personality.
- Use gestures – this helps you seem more conversational. You won't be able to move to the sides of the room with this video; however, you should use gestures (be sure to raise them up so they can be seen in the video).
- Avoid jargon, avoid nervous habits – verbal clutter (umms, uhhs, etc.), rocking back and forth, etc.

\*Primary goal is to come across as polished and professional. Someone who a prospective employer would want to pursue as an employee.

## **Videotaping:**

### **Steps required when using an iPad:**

1. Go to camera/video icon on iPad and reverse view, so you can record yourself speaking or use a flip view camera.
2. Record desired message, e-mail it to yourself, and save it.
3. Publish it in YouTube. (If not published in YouTube, it takes too long to load the video – you will lose any prospective employer's attention)
4. To save in YouTube, you must first set up an account.

-

## **Submitting Video Cover Letter:**

You need to submit your video in Canvas as part of Assignment #1 Submission

**Directions for Submitting** your video in the BUS/ACC 4089 Assignment entitled "Video Cover Letter"

- Under Step 2: simply attach your video link to YouTube.
- Under Step 3: Paste a link to your YouTube video within the Comments area, and then click the red "Submit Assignment" button at the bottom of the page.