



Course Outline 2016 BUSINT 704 INTERNSHIP PROJECT FOR MINTBUS

Quarter 1 (1162)

Course Prescription

Students explore the international business environment first-hand as they take part in an internship with a company or organization to complete a research-informed project, and present both written and oral reports of the findings.

Programme and Course Advice

Prerequisite: BUSMGT 741-744

Restriction: INTBUS 781

Goals of the Course

The purpose of this course is to provide students with the opportunity to complete an applied research-informed internship project, which requires them to:

1. Demonstrate broad familiarity with the major concepts, tools, and trends in current international business theory and practice;
2. Use critical and creative thinking to source and evaluate information, and to make linkages in order to begin solving international business problems;
3. Analyse current international business challenges and propose recommendations to address issues'
4. Develop professional skills in practice and gain experience in delivering presentations to both academic and professional audiences.

Learning Outcomes

By the end of the course, it is expected that the student will be able to:

1. Analyse issues in current international business practice and apply relevant selected models and frameworks to derive solutions;
2. Design and execute a research-informed applied international business project which will rigorously explore the field and produce analytical insights;
3. Demonstrate analytical skills necessary for operating within an international business context.

4. Demonstrate proficiency across a range of professional skills, including project management, interpersonal relationship building and time management, applied in context;
5. Communicate insights obtained from applied research using appropriate written and oral formats.

The Internship Project

We expect that the opportunity to complete an internship project will help students to bridge study and the world of work, giving them the chance to take on graduate level responsibility. It will enable them to apply their theoretical knowledge to an industry-based problem whilst gaining professional experience and developing their employability skills to secure their first job when they graduate.

In this internship consulting project, students will analyse an issue or problem and provide consultancy type advice and recommendations to an organisation project sponsor. The role of the student is to act as a consultant, offering the organisation relevant recommendations on how to address their requirements.

Benefits

In addition to the student, each internship involves:

- An organisation, which provides a project and internal Company Supervisor;
- An Academic Supervisor;
- The Employer Liaison Manager;
- Other staff based in the Business School, including librarians and the Business Communication team.

The focus of this consultancy project course is to develop several essential skills which will be directly relevant for students' careers as consultants, managers or analysts, including developing a critical understanding of New Zealand's place in international markets and the successful management of businesses across national and cultural borders. Students get the opportunity to conduct internal and external environmental analyses relevant to international business development and to engage in reflective and creative thinking and problem-solving to produce a consultancy report with real market relevance for a New Zealand company.

Content Outline

Each internship involves activities in Q4 2015 and Q1 2016.

Internship Placement

The Internship Process

Students are expected to provide an updated CV and LinkedIn profile by the middle of Q4 in order for the matching of projects to students. The matching process will involve meeting the sponsor organisations either in person or virtually if they are based overseas. Once the company and students have met and informed the Academic Supervisor of their preferences, they are then matched and the project scope finalised with the Academic Supervisor, so that the project details can be confirmed before the start of Q1. The term is divided into three parts:

- Weeks 1–3, when students are based at the University doing background information searches and preparing for the fieldwork phase;
- Weeks 4–8 are the weeks in the field, collecting and analysing data;
- Weeks 9–10, when the students return to the University to complete their final report and oral presentation preparations.

All students will be supervised by an Academic Supervisor and other programme faculty will provide support where expert specific input is needed. Every effort will be made to match students where there is a skills match, therefore students need to be of an adequate standard (e.g. demonstrate proficiency in oral and written skills) to be selected for an internship project.

The Internship Project Weekly Schedule

All interns have a Academic Supervisor. The individual supervisory appointments will be held weekly, will be assigned in week one and are mandatory. Students are expected to attend classes, workshops and one-to-one supervision sessions throughout the course.

Weeks 1–3 of Q1 will involve desk-based research on the organisation and the industry in which it is based, which will be summarised in an interim report that will be submitted for review. During this period, students will also design their data collection tools, pilot them in the first week of the fieldwork stage, and then submit their revised Project Plan (at the end of Week 4).

During Weeks 4–8, the students will execute their Project Plan, spending three days each week in their organisation and two days at the University reviewing their progress and attending classes and one-to-one supervisory meetings. As part of this process, students will have weekly writing tasks so that progress can be tracked and students can check they are within scope and demonstrating sufficient analysis and critique in their work.

The students will have a Project Plan which they will prepare before entering the field and use to check their progress with their Academic Supervisor in the weekly review meetings. Students will use this feedback to inform their Company Supervisors in the weekly 15-minute 'touch base' meetings on their first day back in the office each week, during Weeks 4-8 when in the field. The Company Supervisor will review the feedback from the Academic Supervisor from the week before in order to review progress and modify the forthcoming weekly Project Plan if needed.

As part of this weekly review session also, with the Company Supervisor, the student's professional skills will be assessed on: These will include constructive feedback on:

- their communication skills
- their level of engagement
- their ability to grasp the organisational context

This feedback will be used to inform the Company Supervisor's evaluation (Weeks 4–8) and the student's own reflective essay (500–800 words). In addition, students should keep a log whilst in the field to help inform their various assessments.

The Written Report

After spending five weeks working with an organisation, students are required to submit a written report about their findings. The consultancy project report is 6,000–7,500 words (roughly 16–20 pages) including references but excluding appendices.

The report structure comprises:

- Executive summary,
- Introduction
- Background frameworks, literature review and case analysis
- Methodology
- Key findings and discussion
- Recommendations
- Conclusions
- Appendices

It is essential to present an error-free report, hence, you must submit drafts to the Business Communication team for regular feedback. The final report needs to be submitted to the Academic Supervisor prior to the oral presentation.

Findings from the report will be presented in an oral presentation to the sponsor organisation at the Business School. This is an opportunity for students to rehearse their findings and recommendations and receive feedback that can be used to inform the final report. The final report will be submitted for assessment and then sent on to the organisation.

Further details on these assessments will be provided in class and available on the course webpages on CANVAS.

Learning and Teaching

All students are expected to attend weekly supervision sessions, workshops and contribute to class discussions. Each week you will also meet with the Academic and Business Communications Skills Team.

Supervision Meeting Preparations

Students are expected to attend weekly one-to-one supervision meetings. Students are expected to submit their weekly contribution to their project report in advance of their allocated meeting time. The weekly time slots will be allocated in Week 1. These meetings are mandatory.

It is important that all students keep a log of their experience throughout the internship, capturing thoughts about the skills that they have developed during the placement and how they can be conveyed to future graduate recruiters when making applications. Students should write down some examples of how they have used skills such as presenting, leading, organising, problem solving or communication and intercultural awareness during the placement whilst they are still fresh in their memory. Keeping a log of this information will be useful when applying for future roles, as applicants are often required to complete competency based questions on application forms and at interviews. The log will help students to write their reflective essay and final report. Students should use their log to inform their preparation for their weekly meetings.

Teaching Staff

Dr Bridgette Sullivan-Taylor
Senior Lecturer in Strategy and International Business
Course Co-Ordinator and Academic Supervisor

Learning Resources

All course material (including slides, cases, articles and questions) will be provided on the BUSINT 704 Course Page which can be accessed via CANVAS. You should access CANVAS to view announcements, your coursework marks, and download instructional/revision materials.

Assessment

The course assessment involves six different tasks as detailed in the table below. The assessment structure will be explained in detail in Week 1.

Coursework Assignment Submission

Task	Activity	Weighting
<i>Annotated Bibliography:</i>	Involves collation of the relevant business frameworks to inform your project topic. A bibliography is a list of sources (books, journals, websites, periodicals, etc) used for researching a topic. It includes a summary and/or evaluation of each of the sources used for your writing task.	5
<i>Scoping Project Background:</i> <i>Project Plan:</i>	Involves defining and scoping of the problem; review of the relevant literature and conducting an analysis of the industry sector using secondary sources Involves a detailed weekly plan of milestones to be achieved each week throughout the ten week programme. This will form the basis of weekly discussions with both the GSM and Company Supervisors.	5%
<i>Oral Presentation:</i>	Presentation to faculty and internship company representatives (maximum 10 slides)	20%
<i>Reflective Essay Log:</i>	Based on weekly journal uploaded onto CANVAS and feedback from the company on professional skills demonstrated during the placement (500-800 words)	10%
<i>Written Report:</i>	Full report on the internship project findings and recommendations (6,000-7,500 words)	60%

The broad relationship between these assessments and the course learning outcomes is detailed below.

Learning Outcome	Annotated bibliography	Scoping Project Background	Project Plan	Reflective Essay	Written report	Oral report
1	X	X			X	X
2		X	X		X	X
3	X	X	X	X	X	X
4			X	X	X	X
5	X	X				

Inclusive Learning

If you have any special learning requirements that may affect your course experience, then please do not hesitate to discuss these with the Academic Supervisor.

Student Feedback

Student feedback will be sought throughout the course – informally, via evaluation, and from student representatives. We also welcome any questions you may have in the sessions or through further discussion.

Feedback and Assistance

Coursework feedback will be provided within one week of submission so that feedback is helpful for subsequent course assessment.