

# BBA INTERNSHIPS AND SENIOR PROJECTS

## ***INTERNSHIP (MGMT 499)***

Candidates must meet the following requirements:

1. completed a minimum of 75 credits including at least six upper level credits in the student's concentration of study,
2. maintained a minimum GPA of 3.0 in their last full time academic year and have a faculty advisor.

After acceptance, the student will identify a suitable sponsor for the internship.

Internships will not normally be permitted during the summer months. It is each student's responsibility to find an appropriate position. Internship hours must be unpaid. A minimum of eight to ten learning objectives for the internship will be agreed upon between the faculty member and the student.

The student will arrange a meeting between the faculty member, the student and the internship sponsor before the internship starts. At this stage, the student and the sponsor will agree on the proposed schedule and internship objectives. Regular meetings will be held as the internship proceeds. Any union jurisdictions in the workplace must be respected.

Completion time is to be within six months with a minimum of 200 hours of experience for a six-credit internship. The student will maintain a weekly log of hours worked and tasks assigned.

At the end, a report with a minimum of 7,500 words, linking learning objectives to work experience, is to be submitted. Attached to the report should be copies or samples of all work that the student produced during the internship. These could include: marketing plans, websites, advertising campaigns, human resource plans, e-commerce strategies, working papers etc.

On completion of the internship, an evaluation from the sponsor is required outlining the tasks performed and giving feedback on the objectives of the internship which must also include an assessment of each learning objective.

## Information for Employers/Sponsors

The Faculty of Management is eager to involve the business community within our region in sponsoring interns. The internship consists of 200 unpaid hours of placement with a business. The intent is that the student will be exposed to a variety of tasks suitable for a fourth year student. In

the past, students have participated in internships in the areas of marketing, management, finance and accounting with tasks including development of marketing plans, human resources plans, e-commerce strategies, websites and financial statements.

For the sponsors, internships are a way to provide a highly educated and motivated labour source as well as a way to 'try out' new hires before making an offer. Interns also provide the opportunity to initiate projects on the 'to-do' list and to undertake short-term endeavours. The program can lend relief for an organization's more skilled, permanently staffed professionals to perform other tasks in peak or normal periods and to act in supervisory roles.

Students benefit from the program as they gain valuable work experience, making them more productive after graduation.

Through these internships, Vancouver Island University receives feedback on the quality and relevance of its programs to the real business world as well as information on current trends in the local business community.

Please contact us to find out more about this opportunity and how you can be involved.

### ***SENIOR PROJECT (Mgmt 491)***

Candidates must meet the following requirements:

1. completed a minimum 75 credits including at least six upper level credits in the student's concentration of study,
2. normally, maintained a minimum GPA of 2.67 in their last full-time academic year, and have a faculty advisor.

The potential scope of MGMT 491 includes developing a Research Question/Thesis Statement, conducting a literature review, identifying the benefits of the research, and presenting the findings to faculty and students. As well, MGMT 491 includes a final 7,000 - 8,000 word research report that builds upon the research findings.

Possible Scope of a Senior Project

1. Problem or Objective
  - What exactly do you want to study?
  - Why is it worth studying?
  - How does it contribute to knowledge?

2. Literature Review
  - What have experts said about this topic?
  - What theories address the topic and what do they say?
  - What previous research has been undertaken?
  - Have previous findings agreed or disagreed with each other?
  - If there are flaws in the previous research can you remedy them?
3. Subjects for Study
  - Whom or what will you study in order to collect data?
  - Identify the subjects in general, theoretical terms; in specific, more concentrated terms, identify who is available for study and how you will reach them.
  - Will it be appropriate to select a sample? If so, how?
  - Have you considered ethical issues involved in research on human subjects?
4. Bibliography - annotated
  - A brief, written synopsis of each of the major articles or other materials to be used in the project shall be included as Appendices.
5. Schedule
  - Depict the various stages of your research project.
  - This may change as the project proceeds but is needed in your MGMT 491 deliverable, Part 1.
6. Part 1 - Mgmt 491 - Deliverable
  - This should include the Research Question/Thesis Statement, Introduction, Literature Review, Annotated Bibliography, Time Schedule for MGMT 491 and the Presentation.
7. Measurement
  - What are the key variables in your study?
  - How will you define and measure them?
  - If using a measurement method such as a questionnaire, did you or another researcher design the method?
  - Include a copy of any measurement methods to be employed in your research in an appendix to your proposal.
8. Data-Collection Methods
  - How will data be collected by you?
  - Will you conduct an experiment or survey?
  - Will you undertake field research yourself or reanalyze statistics from others' studies?

9. Analysis

- Indicate the kind of analysis you plan to conduct.
- Delineate the purpose and logic of your analysis.
- Are you focusing on precise description?
- Will you explain why things are the way they are?
- Do you plan to account for variations?
- What possible explanatory variables will your analysis consider and how will you determine if your explanations are sufficient?

10. Part 2 - Mgmt 491 – Deliverable

The scope of Mgmt 491 includes a final research report/paper that builds upon the foundation established in Part 1, Mgmt 491. The report is expected to be between 7,000 and 8,000 words or approximately 30 to 35 pages of double-spaced typing.