

Bachelor of Science (BS) Degree
Associate of Science (AS) Degree

In

Business and Business Administration

Student Program Handbook



2009 - 2010

Division of Business, Management, and Technology
Business Degree Programs
Keystone College
LaPlume, Pennsylvania





Dear Student:

Welcome to the Division of Business and Technology at Keystone College! I am thrilled that you have chosen to obtain your advanced education here in business, accounting, or technology. Our goals are to build a collegial environment for learning, add value to your professional career and personal growth and have significant impact on the business community. We will accomplish this by following our values to enhance innovation, cultivate knowledge, promote excellence, demand accountability, and embrace diversity.

The Division of Business and Technology is positioned with a vision of the future - the world of business is changing quickly and we are determined to respond and stay ahead of these changes. Currently, the Division of Business and Technology offers outstanding programs in Accounting, Business, and Information Technology, and we continue to introduce new and exciting minors including marketing. We have just commenced the process of seeking accreditation through the International Assembly of Collegiate Business Education (IACBE). We believe strongly in combining academic rigor with real world application thus all of our programs offer the opportunity of a strong interface with the business community.

Also, we pride ourselves on our real-world practitioner faculty. Although, the faculty of Keystone College are sound and capable researchers, their major attribute lies in a commitment to teaching excellence. Moreover, their expertise often rests at the practical end of the learning spectrum, with many members having corporate or consulting experience in addition to their academic qualifications.

It can be said that small is beautiful – with around 1600 students, Keystone College is prepared to offer you individual attention. The faculty knows our students not only by their name but by their dreams. We have an impressively small student to faculty ratio which allows high levels of personal and friendly attention for all students.

Again, I welcome you and truly hope that you find the next few years of your life exciting and rewarding as you pursue your degree here at Keystone College.

Sincerely yours,

Ken Zula

Ken Zula, Ph.D, SPHR
Chair and Professor
Division of Business, Management, and Technology

KEYSTONE COLLEGE
DIVISION OF BUSINESS AND TECHNOLOGY
BUSINESS DEGREES PROGRAM STUDENT HANDBOOK

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Keystone College - Division of Business and Technology

Our Mission

The Business and Technology Division is committed to preparing ethical, socially responsible, empowered students, professionals, and leaders in order to gain competitive advantage in the global workforce.

Our Vision.....

The Keystone College Division of Business and Technology will be a recognized leader in providing a high quality, innovative, and valuable business and technology education.

Our Values.....

Enhance Innovation

We are committed to ensuring the Division of Business and Technology is a stimulating place to learn and work. Together we meet the needs of students and employees in a changing business world by designing and delivering excellent programs which respond to the needs of the workforce.

Foster Integrity

We value and instill high standards of professional and ethical conduct.

Cultivate Knowledge

We value the creation, application, cultivation, and communication of knowledge to advance business and technology disciplines and improve their practices.

Promote Excellence

We value and strive for excellence in our own endeavors and expect it from those with whom we work and of our students.

Demand Accountability

We value academic integrity and demand the same of our peers. We are prepared for classes and meetings. We work with our fellow students and colleagues in teams when required to achieve course, program or departmental objectives. We do our own work when given an assignment.

Embrace Diversity

We value diversity! Therefore, we strive to ensure that our programs provide all students an opportunity to excel in a rigorous academic environment

Our Goals and Objectives

1. The Division of Business and Technology will recruit and retain a high quality diverse students
2. The Division of Business and Technology will educate our students for successful careers in business and prepare them to become lifelong learners
3. The Division of Business and Technology will recruit and retain high quality, diverse faculty
4. The Division of Business and Technology will create service learning leadership opportunities for our students
5. The Division of Business and Technology will expand, create, improve, and maintain opportunities for our student body to obtain experiential learning through real-world experiences such as internships

The Division of Business and Technology

The Division of Business and Technology (B &T) was strategically established to meet the unique needs of students preparing to enter directly into a variety of professional fields. The division has been designed to incorporate theory into practice, and it is this belief that structures our instruction and our curriculum. Our programs of study require students to look not only at their chosen field of study but also to the world around them. This is accomplished in a variety of ways, through Internships, Service-Learning experiences, and appropriate professional certifications. This division houses academic programs in accounting, business, leadership, management, human resources, finance, information technology, and marketing.

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Top Employers for 2007-2008 Business Graduates

Following are the top employers by number of offers and their average starting salary offer for 2004-05 business grads*:

| Employer Type | Average Salary Offer |
|---------------------------|----------------------|
| Accounting Services | \$43,470 |
| Financial Services | \$40,483 |
| Retail/Wholesale Trade | \$36,971 |
| Consulting Services | \$45,666 |
| Banking (Commercial) | \$36,506 |
| Insurance | \$37,943 |
| Banking (Investment) | \$49,899 |
| Transportation Services | \$36,141 |
| Government (Federal) | \$36,713 |
| Food, Beverage, & Tobacco | \$40,965 |

Employers expect to hire 14.5 percent more new college graduates in 2005-06 than they did in 2004-05, according to respondents of NACE's *Job Outlook 2006*. This marks the third consecutive year in which the increase in college hiring has reached double digits.

Not surprisingly, at the associate degree level, employers are focused on graduates with degrees in business, technology, and engineering-related fields. Similarly, at the bachelor's and master's degree levels, employers expect to target graduates with degrees in business, engineering, and computer-related fields. At the doctoral level, employers are most interested in grads with engineering, science, and computer-related degrees.

Top degree-areas in demand (associate degree level):

- Business
- Technology
- Engineering

Top degrees in demand (bachelor's degree level):

- Accounting
- Business administration/management
- Economics/finance

Visit the Bureau of Labor Statistics Website for complete information at: <http://www.bls.gov/oco/ocos021.htm>

*Source: Fall 2005 *Salary Survey*, National Association of Colleges and Employers. Data are for bachelor's-level business majors.

(NACE Spotlight Online September 15, 2005)

Opportunities for Professional Growth

Many professional organizations have identified a specified body of knowledge for professionals within the business, accounting, and information technology and administer certification exams covering this knowledge. The curriculum in the Division of Business, Management, and Technology has been designed to meet certification standards and will prepare students to sit for these certification exams following graduation such as Microsoft certification, Society for Human Resource Management, and Certified Public Accounting.

Students are encouraged to join at least one professional organization. Students can obtain information about professional organizations from the web sites listed below. Organizations that offer certification are noted with an *.

Accounting and Finance

AICPA *American Institute of Certified Public Accountants. <http://www.aicpa.org>

AEFA American Educational Financial Association. <http://www.aefa.org>

IMA *Institute of Management Accountants. <http://www.imanet.org>

FPA Financial Planning Association. <http://fpa.org>

SFS Society for Financial Studies. <http://www.sfs.org>

Business – Leadership, Marketing, and Human Resource Management

AAA *American Arbitration Association. <http://www.adr.org/>

AEA American Economic Association. <http://www.aea.org>

AMA American Marketing Association. <http://www.marketingpower.com>

AOM Academy of Management. <http://www.aom.pace.edu/>

ASTD *American Society for Training and Development. <http://www.astd.org/>

IFEBP *International Foundation of Employee-Education, Benefits, Compensation. <http://www.ifebp.org/>

ORS Operational Research Society. <http://www.orsoc.org.uk>

SIFE Students in Free Enterprise. <http://www.sife.org>

SHRM *Society for Human Resource Management. <http://www.shrm.org/>

SMPS Society for Marketing Professional Services. <http://www.smps.org>

Information Technology

AINET Association of Information Systems. <http://www.aisnet.org>

AITP Association of Information Technology Professionals. <http://www.aitp.org>

ICCA Independent Computer Consultants Association. <http://www.icca.org>

IWT Institute for Women and Technology. <http://www.iwt.org>

NaSPA Network and Systems Professional Association. <http://www.naspa.net>

NPA Network Professionals Association. <http://www.npa.org>

SOCITM Society of Information Technology Management. <http://www.socitm.gov.uk>

The Division of Business and Technology Welcomes You.....

WELCOME

Welcome to the Baccalaureate Degree or Associate Degree Program in Business and Business Administration in the Division of Business and Technology. We are pleased that you have chosen to major in business. Our faculty and staff are committed to having a curriculum that is current, courses that are of the highest quality, an advising system that is geared to meet your needs, and an overall system that respects you as an individual. Whether you are an entering freshman, an adult learner, a transfer student or a change of major, we encourage you to review this manual since it will give you information that will help you complete your bachelor or associate degree with minimal problems and hopefully with maximum benefit.

About the Program

The business and business administration majors integrate knowledge from the fields of: business, social and behavioral sciences, and the liberal arts. Business degree graduates work within all industries and are concerned with leading a productive workplace. The changing nature of work, as influenced by social, economic, technological, and educational forces is explored both nationally and globally. The study of business theories and their practical applications in the workplace is an essential part of the program. The faculty is committed to providing the highest quality-learning environment to prepare students academically and practically for employment in the competitive global economy. In addition, students in the business major are expected to actively develop their own knowledge, skills, attitudes, and competencies to prepare themselves for a career in the global workforce. To that end, students are encouraged to demonstrate academic excellence in all coursework, make meaningful service commitments to their communities, and develop a positive attitude toward life-long learning. Opportunities for students to identify with and actively participate in the profession, such as membership in the student chapters of **Students in Free Enterprise (SIFE)**, **The Society for Human Resource Management (SHRM)**, and **Intercollegiate Leadership** are hallmarks of the program. Program highlights include:

Bachelor of Science Degree in Business

- 124 credits with 37 credits from business major courses
- Required minor or concentration
- Required portfolio documenting specific student outcomes
- Overall minimum 2.0 GPA is required in major courses
- Overall minimum 2.0 GPA is required in distribution courses
- Required internship to gain practical work experience
- National and global focus
- Required Service Learning, Diversity, and Writing Intensive component

Minor in Leadership, Marketing, Accounting, Information Technology, or Human Resource Management

The student must take a minimum of 18 credits. In addition to the above minors, students are free to choose a minor outside the Division of Business and Technology.

Associate of Science Degree in Business Administration

- 63 - 64 credits with 32 credits from the business major courses
- Required curricular electives can be used to concentrate in an area of business
- Overall minimum 2.0 GPA is required in major courses
- Overall minimum 2.0 GPA is required in distribution courses
- Internship to gain practical work experience not required but strongly encouraged
- National and global focus
- Required Service Learning, Diversity, and Writing Intensive component

Advisors and Advising

If you are a freshman or transfer student, you will be assigned to a faculty advisor within the Division of Business and Technology. You will receive much useful information and guidance from this faculty throughout your matriculation here at the college. In addition, we encourage you to visit the department and talk with other faculty if you have questions. The academic adviser assists the student in planning his/her curriculum and in pre-registration; however, the student is ultimately responsible for meeting the requirements of the curriculum selected.

Career Services

Students should be aware that the Office of Career Services provides educational and career counseling, lists of graduate programs in various disciplines, help in resume preparation, role playing simulations for employment interviews, and will maintain a reference file for application to graduate programs and/or for employers. Ordinarily, students will become familiar with Career Services during Freshman Seminar [IDS 101]. It is mandatory for all Keystone College students to register with career services.

Academic Code of Honesty

The Business and Business Administration Programs strictly adheres to the Academic Code of Honesty at Keystone College. Student behavior in violation of academic honesty includes plagiarism, duplicate submission of the same work in more than one class without faculty approval, collusion, false information, and/or unauthorized use of computers. Students are responsible for knowing the Academic Code of Honesty, which is published by the college. Academic honesty is the expectation without exception. College policy requires that cases of academic dishonesty be reported to the Dean of the College. Further, a zero will be recorded for work involved with more serious sanctions probable. Please refer to your "Student Information Guide" for details regarding all college policy.

Written Submissions with the Division of Business and Technology

All course work beyond BUSN 251 requires written material be submitted in APA format. If you are unfamiliar with APA format – It is suggested you purchase the APA (5th edition) manual, which is available in the bookstore.

Division of Business and Technology Fulfillments of the Keystone Promise

- A nationally recognized **First-Year Experience** seminar to enable you to acquire the skills necessary for academic, personal, and career success, and a portfolio/resume experience designed to give you a competitive edge in the job market. IDS101 – First-Year Seminar for business and business administration students will meet to fulfill the specific needs of our division students. In addition, the student will complete the final portfolio in BUSN251 or BUSN450 dependent on degree sought.
- A **Real World Experience** that explores the world of work. Students seeking the Bachelor of Science degree in Business are required to complete BUSN423 – Internship. These experiences are strongly encouraged for Associate of Science degree students.
- A **Bridge and a Capstone Experience** combining knowledge acquired in both the classroom and the real world. Both Baccalaureate and Associate degree students are required to complete BUSN251 – The Bridge experience in Business. This course is specifically designed to finalize the first two years on the business curriculum and prepare the student to either enter the workforce or continue their education. The baccalaureate student is required to complete BUSN450 and BUSN420, which summarizes and synthesizes the final two years of education.

Division of Business and Technology Student Clubs

All students enrolled in a major or minor program are encouraged to become actively involved in a student club. There are a variety of student run clubs available on the Keystone College campus which students can become actively involved with at any period in their enrollment. By joining a club, students have the opportunity to network with local, regional, national, and global businesses, develop friendships, and learn additional skills vital to the workplace which are not part of traditional classroom instruction.

Available clubs:



Students for Free Enterprise (SIFE)

Mobilizing university and college students to create economic opportunity for others while discovering their own potential

S.I.F.E.: Students in Free Enterprise is an international collegiate organization with a mission to “provide college students the best opportunity to make a difference and to develop leadership, teamwork, and communication skills through learning, practicing, and teaching the principles of free enterprise.” Working together as a team, S.I.F.E. students apply their experiences from the classroom to develop and implement programs that educate the community about the value of entrepreneurship, ethics, principles of market economics, and financial issues. Dr. Sonji Lee and Kevin Vinson serve as advisers to S.I.F.E.



Student Chapter of the Society for Human Resource Management

HR: Leading People, Leading Organizations

Keystone Society for Human Resource Management (SHRM): A student organization affiliated with the National Society for Human Resource Management (SHRM). Students majoring in human resource management and other business related majors are welcome to join. This organization sponsors mentoring and job shadowing programs, guest speakers, and human resource-related programs. Members may also attend conferences related to human resources..



Information Technology Club

Advancing IT

Information Technology Club: This organization provides support for students enrolled in the computer and information technology program. Mark Law serves as adviser to the Information Technology Club.



Intercollegiate Leadership

Developing leaders to serve, strengthen and improve Northeast Pennsylvania

Intercollegiate Leadership: Intercollegiate Leadership is a program designed to bring together students from local colleges and universities to focus on topics such as interpersonal and leadership skills, government and justice, community issues, diversity and community service. Marie Andreoli, Jeff Brauer, and Dr. Sonji Lee serve as advisers to Intercollegiate Leadership.



Keystone College
Division of Business and Technology
Degree Requirements
Minor(s)/Concentration(s)
Curriculum and Course Descriptions

BACHELOR OF SCIENCE IN BUSINESS CURRICULUM

| | Dept. and No. | Descriptive Title of Course | Credits | |
|----------------------------------------------------------------------------------------------|---------------|------------------------------------------|--------------------------|--------|
| | | | FALL | SPRING |
| FIRST YEAR | | | | |
| CORE | ENGL 101 | College Writing | 3 | |
| CORE | IDS 101 | *First-Year Seminar | 3 | |
| MAJOR | ACCT 103 | Managerial Accounting | 3 | |
| CORE | MATH 101 | Basic Algebra (or higher level) | 3 | |
| MAJOR | BUSN 101 | Introduction to Business | 3 | |
| CORE | COMM 107 | Speech Communication | | 3 |
| CORE | ENGL 102 | College Writing II | | 3 |
| MAJOR | ACCT 108 | Financial Accounting | | 4 |
| CORE | IT 105 | PC Office Applications | | 3 |
| MAJOR | BUSN 201 | Principles of Management | | 3 |
| CORE | PHED | Fitness and Wellness | 2 | |
| | | | 17 | 16 |
| SECOND YEAR | | | | |
| MAJOR | BUSN 251 | Bridge Experience in Business | | 2 |
| MAJOR | HRM 102 | Intro to Human Resource Management | 3 | |
| MAJOR | BUSN 212 | Business Communications (WI) | 3 | |
| LA DIST | ECON 201 | Macroeconomics | 3 | |
| LADIST | ELECTIVE | Arts and Humanities | 3 | |
| LADIST | SCI ELECT | Laboratory Science Elective | 3-4 | |
| MAJOR | BUSN 202 | Principles of Marketing | | 3 |
| MAJOR | ECON 202 | Microeconomics | | 3 |
| CORE | MATH 205 | Statistics | | 3 |
| MAJOR | IT 200 | Intermediate PC Application | | 3 |
| MAJOR | BUSN 210 | Business Seminar | | 1 |
| | | | 15-16 | 15 |
| THIRD YEAR | | | | |
| MAJOR | BUSN 330 | *Business Ethics | 3 | |
| LADIST | ELECTIVE | Arts and Humanities Elective (200 Level) | 3 | |
| ELECT | ELECTIVE | Minor/Concentration Elective | 3 | |
| LADIST | PSYC 101 | Introduction to Psychology | 3 | |
| ELECT | CRELECT | Curricular Elective | 3 | |
| MAJOR | BUSN 423 | Internship Experience** | | 3 |
| MAJOR | BUSN 333 | Business Law | | 3 |
| MAJOR | BUSN 306 | Finance | | 3 |
| ELECT | MCELECT | Minor/Concentration Elective | | 3 |
| ELECT | MCELECT | Minor/Concentration Elective | | 3 |
| | | | 15 | 15 |
| FOURTH YEAR | | | | |
| MAJOR | BUSN 420 | Strategic Management | 3 | |
| MAJOR | BUSN 410 | Business Research Methods | 3 | |
| LADIST | BUSN 401 | Organizational Behavior | 3 | |
| ELECT | CRELECT | Curricular Elective | 3 | |
| ELECT | MCELECT | Minor/Concentration Elective | 3 | |
| MAJOR | BUSN 450 | Business Policy Capstone | | 3 |
| ELECT | CRELECT | Curricular Elective | | 3 |
| ELECT | CRELECT | Curricular Elective | | 3 |
| ELECT | MCELECT | Minor/Concentration Elective | | 3 |
| ELECT | MCELECT | Minor/Concentration Elective | | 3 |
| | | | 15 | 15 |
| (* indicates a course with a Service Learning and/or Diversity component) | | | TOTAL: 123 - 124 Credits | |
| (**indicates student must meet enclosed guidelines to be eligible for credit) | | | | |
| (*** Students must follow established guidelines for curricular electives on page 13) | | | | |

ASSOCIATE OF SCIENCE IN BUSINESS ADMINISTRATION CURRICULUM

| Dept. and No. | Descriptive Title of Course | | Credits | |
|-------------------|-----------------------------|---------------------------------|-------------|---------------|
| FIRST YEAR | | | FALL | SPRING |
| CORE | ENGL 101 | College Writing | 3 | |
| CORE | IDS 101 | *First-Year Seminar | 3 | |
| CORE | MATH 101 | Basic Algebra (or higher level) | 3 | |
| MAJOR | BUSN 101 | Introduction to Business | 3 | |
| CORE | COMM 107 | Speech Communication | | 3 |
| CORE | ENGL 102 | College Writing II | | 3 |
| MAJOR | ACCT 108 | Financial Accounting | | 4 |
| CORE | IT 105 | PC Office Applications | | 3 |
| MAJOR | BUSN 201 | Principles of Management | | 3 |
| CORE | MATH 205 | Statistics | | 3 |
| CORE | PHED | Fitness and Wellness | 2 | |
| | | | 14 | 19 |

SECOND YEAR

| | | | | |
|---------|-----------|-------------------------------|-------|----|
| MAJOR | BUSN 251 | Bridge Experience in Business | | 2 |
| ELECT | CRELECT | Curricular Elective | 3 | |
| MAJOR | BUSN 212 | Business Communications (WI) | 3 | |
| LA DIST | ECON 201 | Macroeconomics | 3 | |
| LADIST | ELECTIVE | Arts and Humanities | 3 | |
| LADIST | SCI ELECT | Laboratory Science Elective | 3-4 | |
| LA DIST | ELECTIVE | Arts and Humanities Elective | | 3 |
| MAJOR | ECON 202 | Microeconomics | | 3 |
| ELECT | CRELECT | Curricular Elective | | 3 |
| ELECT | CRELECT | Curricular Elective | | 3 |
| | | | 15-16 | 14 |

(* indicates a course with a Service Learning and/or Diversity component) TOTAL: 65 - 66 Credits

(**indicates student must meet enclosed guidelines to be eligible for credit)

(***applies to Baccalaureate Degree also)

****Curricular Electives* are to be chosen from the following disciplines: ACCT, BUSN, COOP, HRM, IT, LEAD, MATH, PSYC, SRM, or HOSP, or any course approved by the adviser.

***The academic adviser assists the student in planning his/her curriculum and in pre-registration; however, the student is ultimately responsible for meeting the requirements of the curriculum selected.

Students are *expected* to have a real-world experience during the associate degree program. COOP fulfills this requirement. Other real-world experiences may be used to fulfill this requirement with the approval of the adviser.

BACHELOR OF SCIENCE DEGREE in BUSINESS

AVAILABLE MINOR(S)/CONCENTRATION(S)

A minor consists of a minimum of 18 credits in a particular discipline and requires one 100-level course and two 300- and/or 400-level courses. The remainder may be chosen from current discipline course offerings at any level and are determined by the student and academic adviser. Students must declare their minors prior to registering for GRAD 101 or GRAD 01.

The following minors are available within the Division of Business and Technology:

Accounting

Accounting (ACCT) 103 - Managerial Accounting

Accounting (ACCT) 108 - Financial Accounting

Accounting (ACCT) 201 - Intermediate Accounting I

Accounting (ACCT) 301 - Accounting Information Systems

Accounting Electives - Two additional 300- or 400-level ACCT courses

(Students in a BT curriculum who choose to minor within the division offerings will need at least 6 credits of coursework at the 200- or 300-level that are not used in the major curricula. These courses will be selected from the minor area.)

Business

Accounting (ACCT) 103 - Managerial Accounting

or Accounting (ACCT) 108 - Financial Accounting

or Accounting (ACCT) 110 - Survey of Accounting

Business (BUSN) 101 - Introduction to Business

Information Technology (IT) 105 - PC Office Applications or

Art (ART)114 – Electronic Media in the Arts

200-level Elective - Choose from any BUSN, ECON, IT, HRM, SRM or COMM 212

300-level Elective - Choose any two BUSN, ECON, or LEAD courses

(Students in a BT curriculum who choose to minor within the division offerings will need at least 6 credits of coursework at the 200- or 300-level that are not used in the major curricula. These courses will be selected from the minor area.)

Finance

Accounting (ACCT) 103 - Managerial Accounting

Accounting (ACCT) 108 - Financial Accounting

Accounting (ACCT) 209 - Individual and Business Taxes

Business (BUSN) 306 - Financial Management

Business (BUSN) 340 - Investments

Business (BUSN) 406 - Advanced Financial Management

Human Resource Management

Business (BUSN) 330 - Business Ethics

Human Resource Management (HRM) 102 - Introduction to Human Resource Management

Human Resource Management (HRM) 230 - Employment Law

Human Resource Management Electives - Choose any three HRM courses

Information Technology

Information Technology (IT) 120 - Web Programming I

Information Technology (IT) 125 - Web Programming II

or Information Technology (IT) 206 - Database Management Systems II

Information Technology (IT) 200 - Intermediate PC Office Applications

Information Technology (IT) 205 - Database Management Systems

Information Technology (IT) 310 - Electronic Commerce

Any other IT course at the 300 level or higher, with the exception of IT 315.

(Students in a BT curriculum who choose to minor within the division offerings will need at least 6 credits of additional coursework at the 200- or 300-level that are not used in the major curricula.

Leadership

Leadership (LEAD) 110 – Foundations of Leadership

Business (BUSN) 201 - Principles of Management

Business/Psychology (BUSN/PSYC) 401 - Organizational Behavior

Business/Psychology (BUSN/PSYC) 402 – Leadership Strategies

Leadership (LEAD) 410 - Dynamics of Leadership Application

Students in the minor must choose one of the following electives:

Leadership (LEAD) 310 - Profiles in Leadership

Sport and Recreation Management (SRM) 311 - Facilitation of Leadership Activities

Marketing

Business (BUSN) 202 – Principles of Marketing

Business (BUSN) 425 – Consumer Behavior

Business (BUSN) 415 – Marketing Research Methods or

Business (BUSN) 410 – Business Research Methods

Business (BUSN) 430 – Strategic Marketing Management

Choose any two (if BUSN 410 is substituted for BUSN 415 – the student must choose three) of the following courses:

Business (BUSN) 215 – Advertising and Sales Promotion

Business (BUSN) 216 – Service and Retail Marketing

Business (BUSN) 320 – Sales and Relationship Building

Business (BUSN) 325 – E-marketing

Communications (COMM) 220 – Public Relations

Guidelines for Minors within the Business and Technology Division

Students in the business curriculum who choose to minor within the division offerings will need at least 6 credits of additional coursework at the 200- or 300-level that are not used in the major curricula. These courses will be selected from the minor area.

Guidelines for Concentrations

Students who wish to pursue a concentration in a selected area will work closely with their assigned faculty advisor to ensure that they meet the guidelines and criteria for a concentration and graduation requirements. Concentrations are usually chosen for areas where a minor does not exist.

**Business Program
Course Descriptions**

BUSN 101 Introduction to Business: Surveys a broad range of business concepts, provides basic knowledge needed in subsequent business courses, and helps students to see the role of business in society. Examines top- and first-line management decisions in large and small business environments.

Fall and Spring

3 hours lecture and discussion

3 credits

HRM 102 Introduction to Human Resource Management: Provides an overview of the field of human resource management, including the history of human resource management and its evolution to the present. Discusses the internal and external environments shaping human resource management and its evolution from an operational role to that of a strategic business partner.

Fall and Spring

3 hours lecture and discussion

3 credits

BUSN 201 Principles of Management: Studies the basic principles underlying the management of institutions. Acquaints students with the importance of coordinating individual and group behavior by planning, organizing, activating, and controlling the various activities necessary for the effective operation of the enterprise. Prior study of BUSN 101 or HOSP 103 is recommended.

Fall and Spring

3 hours lecture and discussion

3 credits

BUSN 202 Marketing: Studies the fundamental principles of mass distribution in relation to the producer, the middleman, and the consumer. Covers modern methods, product-promotion process, research and development, personnel and organizations, and channels and facilities. Prior study of BUSN 101 or HOSP 103 is recommended.

Fall (not offered every year)

3 hours lecture and discussion

3 credits

BUSN 210 Current Topics in Business Seminar: Provides students with advanced knowledge of current business issues in order to gain valuable insight into current trends in industry. This seminar will utilize business faculty, community leaders, and possibly government elected officials to share their experiences with leadership, business, and the external environment.

Fall/Spring

1 hour lecture and discussion

1 credit

BUSN 212 Written Business Communication: Reviews behavioral and motivational theories as they relate to various forms of business communication. Students will learn to incorporate the techniques of writing effective personal and business letters through the use of courtesy, clarity, conciseness, concreteness, completeness, and correctness.

Fall and Spring

3 hours lecture and discussion

3 credits

BUSN 215 Advertising: Studies and researches the fundamental principles of successful advertising from the viewpoint of advertiser and consumer. Students will understand the complexity of human communication and consumer behavior. Prior study of BUSN 101 or HOSP 103 is recommended.

Spring (not offered every year)

3 hours lecture and discussion

3 credits

BUSN 216 Retail Management: Studies various phases of retailing: types of institutions, store layout, fixtures and equipment, merchandise buying, receiving, checking, marking and pricing, customer services, and sales promotion. Prior study of BUSN 101 or HOSP 103 is recommended.

Fall (not offered every year)

3 hours lecture and discussion

3 credits

BUSN 220 Sales: Studies the basic principles of selling and their practical applications, including the sales process and customer relations. Requires each student to make a sales presentation in class. Prior study of BUSN 101 or HOSP 103 is recommended.

Spring (not offered every year)

3 hours lecture and discussion

3 credits

HRM 230 Employment Law: Covers laws and legal issues which have an impact on various human resource functions such as recruitment, selection, compensation, and performance evaluation. Covers the Americans with Disabilities Act, Family Medical Leave Act, Equal Employment Opportunity, and Affirmative Action. Provides an introduction to the legal environment related to employment.

Prerequisite: HRM 102 or consent of the instructor.

Spring

3 hours lecture and discussion

3 credits

BUSN 251 Bridge Experience in Business: Requires students to assimilate and integrate material from all of their major courses. Focuses on providing students opportunities for synthesis and application of the knowledge learned in previous courses through project and presentation. Open only to second-year students.

Spring

2 hours lecture and discussion

2 credits

BUSN 302 Personal Finance: Provides students with basic knowledge of financial decision-making from the personal viewpoint of the employee. Introduces major financial concepts such as time value of money, various types of insurance, investment options and risks, retirement planning, and the impact of taxes. Helps HRM majors prepare to assist employees in financial decisions in the workplace. Helps prepare all students to make financial life decisions. Prerequisite: MATH 101 or consent of the instructor.

Fall or Spring

3 hours lecture and discussion

3 credits

BUSN 306 Financial Management: Provides the student with the basic knowledge of finance decision-making from the business viewpoint. Introduces decision making in relation to controlling the financial structure, the flow of funds, and asset management of a business. Prerequisite: ACCT 103.

Spring

3 hours lecture and discussion

3 credits

BUSN 320 Sales and Relationship Building: This course fuses relationship marketing with leadership and sales management reflecting the overwhelming majority of opinions expressed through market research. The course focuses on building relationships with customers through relationship selling as well as studying ethical and legal issues in this area.

Fall or Spring

3 hours lecture

3 credits

BUSN 325 E-Marketing: Provides students who desire to gain knowledge of web based e-commerce. This course is designed for the needs of managers, entrepreneurs, and professionals who want to begin a web business and desire basic knowledge of the Internet marketing. Individual development of a business and marketing plan will be emphasized for a new web based business. Prerequisites: BUSN 202 and IT 200

Fall or Spring 3 hours lecture, discussion, and computer based instruction 3 credits

BUSN 330 Business Ethics: Examines and applies the theories and concepts of ethics. Analyzes and evaluates ethical problems and issues confronting organizations and businesses through case studies.

Fall and Spring

3 hours lecture and discussion

3 credits

BUSN 333 Business/Civil Law: Provides a foundation for managers to operate within the legal environment in which all businesses in our society function. Provides an overview of law and our legal system, the lawmaking and adjudicatory processes, and the roles of economic, social, and political forces in the shaping of constraining legal rules and regulations. Exposes the student to the law in regards to profit and non-profit organizations including torts, contracts, property transfer, and negligence.

Fall

3 hours lecture and discussion

3 credits

BUSN 340 Investments: Studies practices and principles in capital accumulation. Provides critical analysis of various types of investments, sources of information, investment strategies, and corporate profitability.

Prerequisites: ACCT 103, sophomore standing, or consent from the instructor.

Fall or Spring

3 hours lecture and discussion

3 credits

HRM 400 Organizational Analysis and Change: Examines organizational culture and its social processes to provide a background for planning systematic change to improve organizational effectiveness and performance. Examines and discusses various models to provide a method for improving the organizational operations as well as maintaining employee morale issues. Examines various methods of conducting change efforts within organizations.

Prerequisites: HRM 102

and senior standing for HRM students, or consent of the instructor.

Fall

3 hours lecture and discussion

3 credits

BUSN/PSYC 401 Organizational Behavior: Examines the application of psychological theory and research to the study of industrial, business, profit and nonprofit services, and governmental organizations. Emphasizes the interaction of individual perceptions, group dynamics, and organizational climates. Identifies strategies to maximize the satisfaction and effectiveness of each component within and between complex organizations. Prerequisite: PSYC 101.

Fall/Spring

3 hours lecture and discussion

3 credits

BUSN/PSYC 402 Supervision and Leadership: Examines current supervisory and leadership perspectives and practices as they relate to the knowledge and skills needed within contemporary organizations. Illustrates the complexities of guiding and leading a workforce in today's global society through the exploration of theoretical models and real-life experiences. Integrates student knowledge about organizations and organizational behavior with day-to-day practice of supervision and leadership, with an emphasis on proactive supervision. Prerequisite: BUSN/PSYC 401.

Fall/Spring

3 hours lecture and discussion

3 credits

BUSN 406 Advanced Financial Management: Takes the student through such topics as risk management, strategic management, and international management where they will utilize in-depth studies to sharpen their analytical skills and develop coherent and comprehensive plans.

Spring 3 hours lecture and computer-based learning

3 credits

BUSN 410 Business Research Methods: Provides the students with the foundation knowledge and skills necessary to conduct research in business settings. This course is an essential preparation for the demanding research task that students may encounter in industry but will definitely encounter in any advanced studies. This course provides the foundations for making decisions based upon both soft (qualitative) and hard (quantitative) data. Prerequisite:

MATH 205/ BUSN202

Fall or Spring

3 hours discussion

3 credits

BUSN 415 Marketing Research Methods: Provides the students with a comprehensive overview of the field of marketing research emphasizing an applied approach with applications that give students an understanding of the scope of marketing research. Computers will be utilized to analyze research data sets. The focus of this course will be both qualitative and quantitative. Prerequisite: MATH 205/ BUSN 202

Fall/Spring

3 hours discussion and computer instruction

3 credits

BUSN 420 Strategic Business Management: Provides students with the foundation necessary to understand strategic business management and direction setting in the global economy. This course requires business students to assimilate, integrate, and utilize material from previous business courses to make sound decisions through the extensive use of case studies and discussion.

Fall/Spring

3 hours lecture and discussion

3 credits

BUSN 423 Internship: Provides a supervised period of practical work experience integrated into the academic program. As a junior-level course, students will be expected to have appropriate responsibilities and/or additional academic assignments. Site and job description must be approved by students' advisers.

40 hours practicum required per credit

1-9 credits

BUSN 425 Consumer Behavior: Provides the students with the basic knowledge of why consumers behave and consume products the way that they do. The course examines the psychological, ethical, and management implications of consumer behavior. Considers global and technology issues and trends in consumer behavior as well as studying the consumer decision process. Prerequisites: BUSN 202, PSYC 101, BUSN 330

Fall/Spring

3 hours lecture and discussion

3 credits

BUSN 430 Strategic Marketing: Provides the students with the knowledge necessary to view marketing as a strategic tool. Strategic marketing provides study in the field of marketing that focuses on developing an understanding of marketing as the process of planning and execution of the concept, pricing, communication, and distribution of ideas, goods, and services. Prerequisite: BUSN 251

Spring

3 hours lecture

3 credits

BUSN 450 Business Policy Capstone: Provides a senior seminar that uses independent study to synthesize business theory and practice through the use of simulations, and case studies stress decision making. Portfolio is completed. Prerequisite: BUSN 251 and 420 (or associate degree), and senior status.

Spring

3 hours lecture, discussion and computer based learning

3 credits



Keystone College
Division of Business and Technology
BUSN423: Internship in Business
Requirements

BUSINESS DEGREE STUDENT INTERNSHIP REQUIREMENTS

BUSN423- Internship (1 – 9 Credits)

Introduction

The internship program for the Division of Business and Technology- BUSN423: Internship in Business - is offered to students pursuing a major or minor in Business or Business Administration. This program is designed to provide students the opportunity for a meaningful career-related experience in a variety of organizational settings. It is expected that students will practice and expand upon their knowledge and skills learned in the classroom in a substantive work situation. This experience should provide a better understanding of business, as well as not-for profit organizations, facilitating the transition from the classroom to the career environment. Students can earn academic credit for work experience; students can register for the internship course during the Fall, Spring or Summer semesters. To qualify, a student must be enrolled in a Business program--accounting, business administration, finance, information technology, business, leadership, human resource management or marketing—as a major or a minor.

Students who seek internships are academically accomplished, highly motivated and use internships for a number of purposes:

- To complement their academic preparation for a career;
- To experience, first hand, the attributes of a career in a specific firm, industry or occupation; and
- To earn income for expenses including tuition.
- To obtain post-graduation permanent employment or a promotion with the increased skill set.

Interns should have completed or are enrolled in accounting, business, marketing, human resource management, leadership, and finance courses and must complete computer competency courses in word processing and spreadsheets. Courses taken by students in their junior and senior years typically require use of these competencies and often more advanced programs and computer software.

All students who obtain internships (even those that are not for credit) must report the internship to their faculty advisor as soon as the employment offer has been accepted. This includes students who obtained internships through any source, including but not limited to: Career Services, Career Fair, campus information sessions, company sponsored career days, company Internet job sites, family, friends, and minority recruitment efforts. The Division of Business and Technology is responsible for reporting all internship activity to Career Services; this information helps our college study trends, develop funding, and understand the career interests and pursuits of its students.

Guidelines to Register for BUSN423

Students interested in pursuing an internship opportunity must complete at least 60 credit hours (Baccalaureate) or 30 credit hours (Associate) with a cumulative Grade Point Average of at least 2.0 and enrolled as a major or minor in the Business Administration, Business, Economics, Finance, Information Technology, Human Resource Management, Leadership, or Marketing programs. Please be aware that some employers have specific requirements for students to pursue internship at their site, such as junior status, a higher Grade Point Average, or a specific major.

To register for the internship FOR CREDIT, you should follow these steps:

1. Meet with your faculty advisor and Career Services to plan for the internship.
2. Develop a strong resume and cover letter (strongly consider having a staff member at Career Services review both items).
3. Register through Career Services to get access to College Central– the interactive internship/employment listing database.

4. Identify internship opportunities within your area of specialization by accessing the College Central system or by using various resources that would be appropriate for any job search.
5. Research the organization(s) of interest to you.
6. Schedule an appointment/interview with organization(s). **Note:** Please make sure to send “Thank You” notes to all organizations that offer you an interview and/or internship position.
7. If you receive and accept an internship offer, contact your faculty advisor to pick up the Internship Agreement form (can also be downloaded from the World Wide Web).
8. Make sure that all information on each form is complete.
9. After completing each form, make sure that you get the appropriate signatures.
10. After completion of the Agreement forms, student will be allowed to register for BUSN423: Internship in Business.

Internship Agreement Deadlines

Students should begin to explore internship opportunities as soon as possible in the required semester in order to allow for adequate time to register for and complete the internship. Students should complete and submit their internship material no later than the first week at the beginning of each semester/session, or follows:

- For Spring Semester: All completed materials returned to faculty advisor by January 31st.
- For Summer Session: All completed materials returned to faculty advisor by May 31st .
- For Fall Semester: All completed materials returned to faculty advisor by September 15th.

At the time of enrollment for the course, students must have completed the Internship Agreement form. Completion INCLUDES the appropriate signatures as well!

ASSIGNMENTS FOR ACADEMIC CREDIT FOR BUSN423: INTERNSHIP IN BUSINESS

Assignment 1 – Weekly Timesheets

*Internships timesheets must be submitted to your faculty advisor **WEEKLY** by e-mail (as a Word attachment) by fax, or through the mail. Remember that completed timesheets ARE a part of your final grade! **Please make sure to provide detailed information regarding your activities/duties during each day, as well as any problems that you encountered.** Please make sure to complete these timesheets, since other students pursuing this opportunity in the future will use the information in this document.*

Assignment 2 - Goals/Objectives and Self-Reflection Essay

This first assignment will require you to complete two short projects; first, you will be required to explain the personal, academic, and professional goals you have for the experience. The second assignment will require you to complete a self-reflection essay - what kind of person you are and would like to be. Details for each are listed below; each part should be in essay format and can either be: (1) sent to YOUR FACULTY ADVISOR via e-mail as a Microsoft Word attachment, (2) left in the box outside their office, or (3) or submitted via Blackboard. This assignment must be typed and double-spaced; the total first assignment is due on or before the start of the internship.

Part 1: Goals/Objectives of Internship Experience

Specifically describe the goals you plan to set and how you will achieve these goals. Please use concrete examples; avoid general statements. In developing your goals, please focus on these three areas:

- I. Personal Goals - The specific ways the internship could help to make or verify a career goal, a specific skill you want to learn or develop.
- II. Academic Goals - The specific skills or concepts that you have learned or want to learn or build from your studies that you could try out in a work environment.
- III. Professional Goals - The things you could do at your workplace - specific tasks that may help develop your career in this area.

Within these three areas, please focus your answers for each section on the questions below:

- Is this goal realistic?
- Does this goal stretch you and move you? Is it something you can already do easily?
- Can you attain this goal in the time available?
- Does one goal consider and take into account other goals you have set?
- Does your goal relate to specific skills and abilities - personal, professional, and academic discipline?
- Does your goal take into account limitations or situations that could interfere with your accomplishing it?
- Are you able to measure and evaluate this goal?
- Do all of your goals represent everything you want to accomplish in your internship?

Part 2: Self-Reflection Essay

The Self-Reflection Essay will require you to think about you and your life. Take some time to think about the impact this experience - as well as your college experience in general - may have on you as a person.

- What am I excited about life right now?
- What am I most grateful about in my life thus far?
- What is it I have not yet done that I truly desire to do before I die?
- What are the most important things to me in my life right now?
- What are the activities that you love and enjoy most today?
- What do I really think should be changed in the world?
- What might be my purpose or destiny in life?
- What do I most want to be remembered for at the end of your life?

There is no minimum or maximum length for this paper. Remember that this paper is due on or before the second week of the internship.

Assignment 3 - Interview with Workplace Supervisor/Colleague

The third assignment will require you to select at least one person to interview in the workplace of your internship. Select someone who has been working in the industry/area for several years and has knowledge and experience of more than one workplace (if possible). This usually means someone who is in middle management or administrator to a number of people in the office. Ask to speak with this person for about one-half hour during or after work to discuss their professional background altogether. You will be required to write an essay on the information gathered from the interview. This assignment can either be: (1) sent to me via e-mail as a Microsoft Word attachment, (2) turned in to your faculty advisor by leaving it in their box outside their office, or (3) via Blackboard. This assignment must be typed and double-spaced; the second assignment is due on or before seventh week of the semester.

Sample Interview Questions (must report on at least 12 of the 16 questions):

1. What sort of academic background - credentials, degree, license - do you have and what sort of academic training and credentials do you think are needed for this sort of work?
2. What skills, talents and what areas of knowledge do someone starting out in this career area need to acquire?
3. How have you developed the skills needed to carry out your work/run your business/work with others, etc.?
4. How does your company differ from its competitors?
5. At what point in your life did you find out or know that this sort of work was for you and can you well me how that became clear or obvious to you?
6. What different work is available in this "industry/career?" How do people find out about these jobs?
7. What professional associations/organizations are related to this field?
8. How has this profession/area of work developed since you joined it?
9. What has been the most difficult problem(s) you've faced?
10. What do you find most rewarding about your work?
11. In a given day, what do you spend most of your time doing?
12. Are there ways that you would suggest to me as to how to develop my career? Are there people I need to meet/get to know to help me?
13. What advice would you give me about choosing a job and a lifestyle? Have you ever made a job change because of lifestyle?
14. If you couldn't find a job in your field, what other line of work would be open to you?
15. How well suited is my background and approach to this kind of work?
16. Have you any other comments and/or suggestions for me based on your experience in the field?

Again, this third assignment must be completed on or before the seventh week of the internship!

Assignment 4 - Final Internship Report

The Assignment 4 - The Final Report - must be turned in one week following the completion of your internship experience. There is no minimum page amount for the Report; however, the content and depth of your answers do have an impact on you passing the internship. A poorly written paper will not be accepted under ANY circumstances (and will be returned to you for revisions and re-writing)! Your Final Report should include the following:

I. Cover Page

- Student Name and title of position (e.g. student intern)
- Name of company/organization
- Internship Supervisor's Name
- Address, and telephone number of company/organization
- Current Date

II. Executive Summary

The summary is one of the most important elements of the report and can be the most difficult aspect to write. It is best written after the body of the report is completed, as that provides an overview on which summary is to be based. The purpose of the summary is to give the first-time reader an idea of what the report is about.

The summary must be both descriptive and action-centered and less than a full page in length. The material in the summary need not necessarily follow the order of the report itself. The emphasis is on facts and results. A helpful way to look at the decision about what is important to include in the summary is to think about being forced to reduce your report to a half a page, and what should be saved in the light of the expectations listed below. You should consider including the following:

A. Description of the Company/Organization

- Brief history of company
- Purpose/mission of the company/organization
- Approximate number of people working and number of departments
- Brief description of customers/clients/people served
- How the work is divided - departments, sections, etc.
- Specific brief description of department in which you worked

B. Actions Taken

- Title/Role played during placement/internship experience
- Reason for selecting internship
- Results of project or specific work completed for company
- Benefit to you, the student intern

III. Body of Paper

A. Section I (Similar to information for Assignment 2)

- Presentation of your goals and objectives for your internship. Explain to what extent these goals and objectives were achieved and reasons why (if any) they were not achieved.
- Description of the company/organization's role in the context of the current U.S. economy. Analyze the structures and state of the company - it's attitudes and politics. Describe competitors and the world in which these companies/organizations produce/deal with similar product(s)/issue(s).

B. Section II

- In depth description of job/role performed in Internship (including work accomplished). If you were given a project, describe in detail its nature, purpose, and your conclusions and recommendations along with an analysis of the methodology used. Discuss and analyze your contribution to the workplace.
- Analyze your strengths and weaknesses in carrying out the work.

C. Section III

- Description and analysis of roles of all people with whom you worked in the context of the company's organization and structure, explaining how the department of your placement relates to the overall structure.
- Discuss what you learned from fellow workers - personally and professionally.

D. Section IV

- Discuss, compare, and contrast your perceptions and expectations at the beginning and end of your internship.
- Analyze skills, ideas, and knowledge learned from the placement; indicate which are needed most in this field and why.
- Discuss how the skills learned and this internship may influence your academic decisions and career focus/choices for the near future.

IV. Self Reflection Questions

The last part of this paper will require you to answer the following self-reflection questions:

- What action could I take today that would lead me to my dream life?
- What would I want for myself if I knew I could have it any way I wanted?
- What would be your ideal work environment today?
- How would your ideal workday go today?
- How would you define success today?
- How do you want to be perceived by your friends? Co-workers? Parents? Significant other? Teachers?
- What magazine would you most like to be featured in for your tremendous accomplishments in 10 years?
- What would you like to be the best in the world at?

This assignment can either be: (1) sent to your faculty advisor via e-mail as a Microsoft Word attachment or (2) turned in to your faculty advisor. This assignment must be typed and double-spaced; this assignment is due one week following the completion of your internship.

**BUSN423: Internship in Business
Student Internship Timesheets**

*Internships timesheets must be submitted to your faculty advisor **WEEKLY** by e-mail (as a Word attachment) by fax, or through the mail. Remember that completed timesheets ARE a part of your final grade! **Please make sure to provide detailed information regarding your activities/duties during each day, as well as any problems that you encountered.** Please make sure to complete these timesheets, since other students pursuing this opportunity in the future will use the information in this document.*

| Student Name: | | |
|-----------------------------------------|---------------------------|----------------------------------------------------------------------|
| Supervisor's Name: | | |
| Name of Organization: | | |
| Week of _____ to _____ | | |
| Day and Date (month and day) | Hours each day | List Activities/Duties Performed and Problems Encountered |
| Monday, | | |
| Tuesday, | | |
| Wednesday, | | |
| Thursday, | | |
| Friday, | | |
| Saturday, | | |
| Sunday, | | |

Student Signature: _____ Date: _____

Supervisor's Signature: _____ Date: _____



**KEYSTONE COLLEGE
DIVISION OF BUSINESS AND TECHNOLOGY
INTERNSHIP AGREEMENT FORM**

Please Print

Student's Name _____ Student Id _____

Major _____ Semester Hrs. Completed _____ Current Overall GPA _____

Email Address: _____

Campus Address: _____ Phone Number: _____

Permanent Address: _____ Phone Number : _____

Employer: _____ Phone Number: _____

Employer's Address _____
(Street/P. O. Box) (City) (State) (Zip)

Immediate Supervisor: _____ Title: _____

Phone: _____ Fax: _____ Email: _____

Internship Starting Date _____ Ending Date: _____

Rate of Compensation: _____ Hours worked per week: _____

Assigned Grading: _____ Pass/Fail _____ Traditional Letter Grade

GUIDELINES

1. Internships will be one-semester credit hour (minimum) to nine semester credit hours (maximum). The faculty supervisor will enter the grade upon completion of all internship requirements.
2. The intent of the internship program is to allow students to devote time to gaining practical work experience. Students are permitted to take additional courses while completing an internship however course loads should be kept within reason.
3. Students are required to complete a minimum of 40 hours of full-time work for one semester hour of academic credit and 360 hours of full-time work for nine-semester credit hours in an approved position plus other requirements specified by the academic department or program. **A grade is contingent upon "satisfactory" evaluations by the employer and faculty supervisor as well as satisfactory completion of all other requirements.**
4. The intern must pay regular tuition and fees. The intern must also register for the internship for the academic term during which the work is being performed. **Internship credit will not be granted retroactively; students must have internships approved in advance.**
5. All interns must have a faculty supervisor and a separate employer supervisor. Each intern will have contact with the faculty supervisor on a bi-weekly basis (minimum) during the internship.
6. The faculty supervisor will visit each field placement to meet with the intern and the employer supervisor at least once during the internship period – dependent on the location of the internship the visit may be conducted via iChat, telephone conference, or other electronic means.
7. The intern is subject to the jurisdiction of all rules, regulations, and codes of conduct affecting students at Keystone College, as well as those that the employer may require.
8. Students must maintain confidentiality with regard to sensitive information gained in the work environment.
9. The intern is covered either under the student health insurance program at Keystone College or a private plan, is in good health, and knows of no reason why the work experience cannot be completed satisfactorily.

10. The faculty supervisor, and other members of the College are authorized to furnish copies of the intern's file to members of firms and organizations that may consider the student for a position, and the student may review the file at any time.

RESPONSIBILITIES OF THE COLLEGE

1. Provide the student with a pre-internship orientation and participate in developing the learning objectives and the methods of evaluation for the internship.
2. Provide the participating employer/business with appropriate instruments for evaluating the student.
3. Assist the student in developing topics for appropriate research projects, readings, and written papers relating to the employer/business and the internship experience, when necessary.

RESPONSIBILITIES OF THE PARTICIPATING EMPLOYER/BUSINESS

1. Assign a supervisor/mentor to work directly with the student to achieve the educational goals of the internship by assigning appropriate work duties.
2. Provide the student with an orientation to the work-site duties, hours, and employer/business expectations.
3. Schedule regular meetings with the student and provide an appropriate evaluation of the student's performance.
4. Provide a safe, secure workplace at which the student has the opportunity to meet his/her educational objectives.

This agreement is subject to any specified educational objectives, duties, learning outcomes, and evaluation methods on the accompanying page(s). Any party with two weeks notice may terminate the agreement. The College or the Employer/Business has the right to terminate a student's experience if either party feels the student is not performing satisfactorily.

The following signatures confirm understanding and acceptance of the terms of this agreement:

(Student) _____ (Date) _____
(Employer) _____ (Date) _____
(Faculty Supervisor) _____ (Date) _____
(Division Chair) _____ (Date) _____

Note to the student and the faculty supervisor.

This agreement must be accompanied by an explanation of the following:

1. Job Description
2. Educational objectives of the internship and how these will be accomplished (papers, reports, journals, etc.)

A COMPLETED AGREEMENT FORM WITH INTERNSHIP JOB DESCRIPTION IS REQUIRED PRIOR TO PARTICIPATION IN REGISTRATION. THE FORMS SHOULD BE DELIVERED TO YOUR FACULTY SUPERVISOR.

A copy of this completed form should be given to the participating employer/business

**KEYSTONE COLLEGE
DIVISION OF BUSINESS AND TECHNOLOGY
EMPLOYER EVALUATION OF STUDENT INTERN**

Please respond to the following questions regarding the student's internship experience.

The purpose of this form is to provide opportunity for an honest appraisal of the student, the experience, and his or her contributions to the organization.

Organization: _____

Supervisor: _____

Student: _____

Please rate the following aspects of your internship placement based on this scale:

4 – Excellent (Always demonstrates this ability/consistently exceeds expectations)

3 – Good (Usually demonstrates this ability/sometimes exceeds expectations)

2 – Average (Sometimes demonstrates this ability/meets expectation)

1 – Poor (Seldom/Never demonstrates this ability/does not meet expectations)

N/A - Not Applicable (Unable to observe particular characteristic)

A. Ability to Learn

- ___ Asks pertinent and purposeful questions.
- ___ Seeks out and utilizes appropriate resources.
- ___ Accepts responsibility for mistakes and learns from experiences.

B. Reading/Writing/Computation Skills

- ___ Reads/comprehends/follows written materials.
- ___ Communicates ideas and concepts clearly in writing.
- ___ Works with mathematical procedures appropriate to the job.

C. Listening & Oral Communication Skills

- ___ Listens to others in an active and attentive manner.
- ___ Effectively participates in meetings or group settings.
- ___ Demonstrates effective verbal communication skills.

D. Creative Thinking & Problem Solving Skills

- ___ Breaks down complex tasks/problems into manageable pieces.
- ___ Brainstorms/develops options and ideas.
- ___ Demonstrates an analytical capacity.

E. Professional & Career Development Skills

- ___ Exhibits self-motivated approach to work.
- ___ Demonstrates ability to set appropriate priorities/goals.
- ___ Exhibits professional behavior and attitude.

F. Interpersonal & Teamwork Skills

- ___ Manages and resolves conflict in an effective manner.
- ___ Supports and contributes to a team atmosphere.
- ___ Demonstrates assertive but appropriate behavior.

EMPLOYER EVALUATION OF STUDENT INTERN

G. Organizational Effectiveness Skills

- ___ Seeks to understand and support the organization’s mission/goals.
- ___ Fits in with the norms and expectations of the organization.
- ___ Works within appropriate authority and decision-making channels.

H. Basic Work Habits

- ___ Reports to work as scheduled and on-time.
- ___ Exhibits a positive and constructive attitude.
- ___ Dress and appearance are appropriate for this organization.

I. Character Attributes

- ___ Brings a sense of values and integrity to the job.
- ___ Behaves in an ethical manner.
- ___ Respects the diversity (religious/cultural/ethnic) of co-workers.

K. Comments

L. Overall Performance (If I were to rate the intern at the present time - please circle one)

Excellent (A) Good (B) Average (C) Poor (D)

This assessment was reviewed with the intern on (Date): _____

Student Signature: _____

Evaluator’s Signature: _____

Title/Position: _____ Phone: _____

Please return this form in person, fax, or through mail to:
Keystone College
Division of Business and Technology
Attn: Michelle Yaple
1 College Green
LaPlume, PA 18440
Fax: 570-945-8006

STUDENT EVALUATION OF INTERNSHIP

Please respond to the following questions regarding your internship experience.
The purpose of this form is to provide opportunity for an honest appraisal of the internship site, your supervisor, and its contribution to your educational experience.

Organization: _____

Location: _____

Supervisor: _____

Semester: _____ **Year:** _____

Please rate the following aspects of your internship placement based on this scale:

- 4 – Excellent (Always demonstrates this ability/consistently exceeds expectations)
- 3 – Good (Usually demonstrates this ability/sometimes exceeds expectations)
- 2 – Average (Sometimes demonstrates this ability/meets expectation)
- 1 – Poor (Seldom/Never demonstrates this ability/does not meet expectations)
- N/A - Not Applicable (Unable to observe particular characteristic)

- ___ Work experience relates to my area of study
- ___ Adequacy of employer supervision
- ___ Helpfulness of supervisor
- ___ Acceptance by fellow workers
- ___ Opportunity to use my training
- ___ Opportunity to develop my human relations skills
- ___ Provide levels of responsibility consistent with my ability and growth
- ___ Opportunity to develop my communication skills
- ___ Opportunity to develop my creativity
- ___ Cooperativeness of fellow workers
- ___ Opportunity to problem solve
- ___ Opportunity to develop critical thinking skills
- ___ Provide orientation to the organization
- ___ Attempt to offer feedback on my progress and abilities
- ___ Effort to make it a learning experience for me

Feel free to explain any of your responses to the above criteria on a second page and attach it to this evaluation.

Would you work for this supervisor again? (check one)

___ Yes ___ No ___ Uncertain

Would you work for this organization again? (check one)

___ Yes ___ No ___ Uncertain

Would you recommend this organization to other students? Why or why not? (check one)

___ Yes ___ No ___ Uncertain

If not, explain why? (Please explain on reverse side of evaluation form)

PLEASE RETURN THIS FORM TO YOUR FACULTY ADVISOR

**Keystone College
Brief Telephone Directory**

| | |
|-----------------------------------------------------|----------------|
| Business and Technology Adjunct Faculty | 945-3857 |
| Admissions Office | 945-8111 |
| Bookstore | 945-3752 |
| Career Services | 945-8312 |
| Helpdesk | 945-8200 ext 1 |
| Center for Service Learning | 945-8306 |
| Financial Aid | 945-8132 |
| Library | 945-8335 |
| Registrar | 945-8224 |
| Security [EMERGENCY - 945-2777], Other.... | 945-2610 |
| Student Health Services | 945-8022 |
| Business Office | 945-8366 |
| Division of Business and Technology | |
| Ken Zula, Ph.D., Chair | 945- 8243 |
| Division of Business and Technology | |
| Becky Berardis, Division Assistant..... | 945-8433 |

For more information contact:

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<http://www.keystone.edu>

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