

Lincoln University



Methodology for BA 398

Lincoln University has Established the Following Guidelines and Requirements for Writing BA 398 Reports

To begin with, you must have either completed BA 380 or at least be enrolled in BA 380 at the time of registering for this Graduate Internship (BA 398) course. All other courses should have been completed prior to beginning this report. The reason, of course, is that your analysis of your internship is based on what you learned through your coursework at Lincoln University, and if applicable, an expansion of any BA 391 - 396 internship in your concentration. It is important to emphasize that the focus of the internship report is an analysis of your work at an organization. BA 398 requires that you complete a written report and make a presentation before a graduate faculty committee. The graduate faculty committee is responsible for evaluating your report and presentation, and issuing a “CR” or “NC” grade for your work.

Please note that your choice of job under this internship, and therefore the report's focus **must** be related to your area of concentration (International Business, Finance Management and Investment Banking, General Business, Human Resources Management, Marketing Management, and Management Information Systems). In addition, you may be able to use the same organization that you may have used for BA 391-396 course for BA 398. The choice **must** be approved by the Director of Graduate Programs or the Chief Academic Officer for Lincoln University.

One of the first things to consider once you've found an internship is to identify whom you would like to be your faculty advisor. If you completed an internship as an elective course (BA 391-396) in your concentration, you may request that this advisor serve as your BA 398 advisor. However, the Director of Graduate Programs or Chief Academic Officer will still need to approve this advisor since advisors approved for B A 391-396 are not necessarily approved to be an advisor for BA 398. If you have not already identified an advisor, you can review the areas of expertise and research interest of individual faculty members that are listed and inquire if they are willing to serve as your advisor. The Dean of Students has the list of professors approved as BA 398 advisors. If a faculty member agrees to be

your advisor, they should be added to your BA 398 Proposal Approval Form. The BA 398 Proposal Approval Form must be completed **before** you start your intern work.

Once you have a formal and/or informal job description from your internship supervisor, you should consult with you Faculty Advisor to determine the best way for you to collect and analyze data about the work you are doing with the organization. Additionally, your data collection and subsequent analysis needs to address each part of the required format indicated below in the context of your MBA concentration. Please note that if you choose to build upon your BA 391-396 internship experience, you will need to include more details, analysis, and depth to your BA 398 internship report.

To keep aware of your progress and of the sufficiency of the work being done, you are responsible for consulting with your Faculty Advisor no less than once a month. You are encouraged to meet with your advisor face-to-face, but you can use e-mail or some other method as long as your advisor approves this method. The purpose is to guide and evaluate your progress. **DO NOT DO THIS INTERNSHIP ANALYSIS ALONE.** To wait for one or two full semesters while doing such work alone and not working with an advisor has resulted in many students having unapproved internships, incorrect project form and content, and generally negative results. Working with your Faculty Advisor will result in quality work done early and with minimum revisions, especially with attention directed to matters of content analysis, focus, and required structure.

The internship report is considered a formal academic report much the same as if you were doing a research report. Lincoln University's MBA Thesis Manual, which is available for download (PDF) from the University website (www.lincolnuca.edu/studentlife/researchassistant), is an excellent resource along with the current edition of the APA manual. Your Faculty Advisor will provide guidance concerning his/her style preference. Unless the Faculty Advisor indicates otherwise, students should uses APA style (www.apastudy.org) for citing references and for formatting his or her report.

Although this is an Internship Report, it is to be considered as formal as doing a research report, with the rules of good form applying. Also, avoid use of the first person: no I, my, me, etc. Work with terms like, "This student found...", "It appeared to this writer that..." or "This writer calls the reader's attention to..." and like formulations.

Once your internship analysis report is completed, it must be reviewed and approved by your Faculty Advisor who will submit your paper to Turnitin. Your professor will review your report for evidence of plagiarism which is not acceptable. If your report is acceptable by your professor after submission to Turnitin and he/she believes it can earn a "CR" grade by the committee your advisor will tell you to schedule time for your presentation.

The next step is to submit five copies of your written report to the Registrar and to schedule a presentation in front of a graduate faculty committee. For your presentation, remember that your committee is familiar with the contents of your written report; consequently, the committee is very interested in learning directly from you about your experience and analysis of the work you did with the organization. The length of your actual presentation is approximately 20 minutes. You should provide a brief overview of organization and then spend a majority of your time on your work experience, evaluation and recommendations.

The presentation schedule is determined by the Registrar office, and there needs to be at least two calendar weeks between when the five copies are received by the Registrar and the day of the presentation. Typically, the Registrar reserves blocks of time at the beginning and end of the semester. Reports should be screened before the presentation date to ensure the correct report format is followed. Those that do not contain the required format may be re-scheduled at the discretion of the graduate committee. The committee consists of two or more graduate faculty members selected by the Director of Graduate Programs and the Chief Academic Officer. Your Faculty Advisor is a non-grading or ex-officio member of the committee who is present during your presentation to answer any clarifying questions the committee members may have concerning your presentation and/or report. Your advisor does not participate as a co-presenter with you.

The graduate committee will evaluate your presentation and written report, and determine whether or not you will receive credit for the project in the form of a "CR" or "NC" grade. If the committee determines that the presentation and report do not meet a "CR" grade standard, the committee will provide written general feedback concerning any areas of deficiency. This may include the committee's request to submit the report to Turnitin. The committee and your faculty advisor do not function as editors so it will be general feedback. It will be up to the student under the guidance of the faculty advisor to address any deficiencies, and to provide a revised or corrected copy of the written report to his/her Faculty Advisor. If the revised version is approved by the advisor, the advisor will forward it to the chair of the committee for final approval. The committee may also require the student to make a second presentation.

Once your internship report is approved by the committee, you are responsible for providing the LU library with two hard copies and digital copy (via e-mail, CD, or flash drive) of your report for archival purposes.

BA 398 Internship Report Format:

1. Title Page
2. Approving Statement from Student's Internship Supervisor that affirms the internship time period and certifies the report is generally accurate. The statement needs to have the printed name of the internship supervisor, be signed by the supervisor and needs to include e-mail address and a telephone number.
3. Part I: Introduction
 - A. Focus of the Internship Report
 - B. Description of the Industry or Field
 - C. Industry Background and History
 - D. Company Description and Background

Part II: My Role in the Company or Organization

- A. Formal/Informal Job Description
- B. MBA and Concentration level tasks and responsibilities

Part III: Definition of Terms

Part IV: Profile of Market Served

Part V: Review of Relevant Competitors

Part VI: Operations (Include detail in the context of your specific duties and responsibilities in MBA concentration)

- A. Purchasing
- B. Processing, Manufacturing, Services
- C. Marketing
- D. Management Controls

Part III: Definition of Terms

Part IV: Profile of Market Served

Part V: Review of Relevant Competitors

The sequence above is to be followed by all BA 398 students. Departures from the above sequence or omitting or skipping any of the above titles will result in the grade for BA 398 being withheld or the presentation being canceled until the correcting actions are taken and an appropriate and acceptable report is completed. The mere fact of having made a "presentation" alone does not give any assurance of obtaining a "CR" grade; the quality of the report itself should provide that assurance.