Title of Course: Business Practicum/Internship

I. CATALOG DESCRIPTION AND CREDIT HOURS OF COURSE:

A supervised field experience in an area of business, such as accounting, finance, management, marketing, etc.

II. PREREQUISITES:

Masters of Business Administration major and completion of 18 hours in the program or approval of the Director of Graduate Business Programs.

III. PURPOSES OR OBJECTIVES OF THE COURSE:

A. To provide students with an opportunity to observe, study, and participate in solving specific marketing problems for an existing organization.

B. To enhance the student’s ability to apply theory and principles from marketing to “real-world” situations.

C. To provide the student an opportunity to develop interpersonal skills in working with a business.

D. To assist the student in developing professional attitudes.

E. To create a greater appreciation for the complexities of marketing problems.

F. To assist the student in understanding how to develop effective team relationships to accomplish activities assigned.

IV. STUDENT LEARNING OUTCOMES:

Upon completion of this course the students will be able to:

A. Demonstrate an ability to work well independently.

B. Communicate effectively in written form in artifacts related to the particular project.

C. Communicate effectively in oral form while reporting about his or her particular project.

V. EXPECTATIONS OF STUDENTS AND LEARNING GOALS:

A. The student is expected to participate in discussions which focus on the marketing problem addressed in the practicum.

B. The student is expected to supplement the field experience with appropriate readings.

C. The student is required to participate in all field experiences as outlined by the professor supervising this practicum.

D. The student is required to provide an oral and written report/case study pertaining to the specific marketing problem under study to the professor and business executives involved.

LEARNING GOALS FOR HARRISON MBA STUDENTS

The Harrison business faculty has identified five critically important learning goals for those pursuing the Masters of Business Administration degree offered by the Donald L. Harrison College of Business. A student receiving the Harrison MBA degree should:
1. **Demonstrate proficiency in effective communication and team work** by writing a clearly focused, organized and mechanically correct business document, creating and delivering a professional presentation on a relevant business problem with substantive content, organization and delivery; recalling work related information and exhibiting effective team work.

2. **Demonstrate advanced knowledge** of accounting, finance, business law, management, marketing, management information systems, and economics by using business related terms, concepts, theories and principles appropriately.

3. **Demonstrate the ability to apply critical thinking skills and advanced research skills** to business problems and ethical dilemmas by identifying a problem or ethical issue, presenting and evaluating relevant information; evaluating alternatives; and resolving the problem or ethical dilemma with a justification based on general principles, discipline-specific understanding and professional judgment.

4. **Demonstrate upper-level management and leadership skills in a diverse environment** by providing evidence of understanding of individual management styles, evidence of adapting to a diverse environment and other cultures.

5. **Demonstrate executive management level knowledge (mastery) of technology** by using the Internet, business computer applications, statistical software, and presentation software when creating and making presentations.

VI. **COURSE CONTENT OR OUTLINE:**

The course content will be established for each student by the professor within the parameters of the marketing problem(s) under study.

VII. **TEXTBOOK (S) AND/OR OTHER REQUIRED MATERIALS OR EQUIPMENT:**

No textbook. Selected reading materials will be assigned for each student, depending upon the marketing problem involved.

VIII. **BASIS FOR STUDENT EVALUATION:**

In class discussions and reports
Oral and Written Report/Case Study
Participation in Field Experiences

Specific assignments and the percentage of the course grade will be explained in class.

IX. **GRADING SCALE**

The weight of the evaluation criteria may vary according to each instructor and will be communicated at the beginning of the course.

X. **ACADEMIC POLICY STATEMENT:**

Students will be expected to abide by the University Policy for Academic Honesty regarding plagiarism and academic honesty. Refer to:
http://www6.semo.edu/judaffairs/code.html

XI. **STUDENT WITH DISABILITIES STATEMENT:**

If a student has a special need addressed by the Americans with Disabilities Act (ADA) and requires materials in an alternative format, please notify the instructor at the beginning of the course. Reasonable efforts will be made to accommodate special needs.