**UNIVERSITY OF NORTH CAROLINA AT GREENSBORO**

**BRYAN SCHOOL OF BUSINESS AND ECONOMICS**

**DEPARTMENT OF MANAGEMENT**

**COURSE SYLLABUS**

**COURSE NUMBER**: BUS/ENT 450

**COURSE TITLE**: **Directed Business Practice**

**CREDITS**: 3:3

**PREREQUISITES / COREQUISITES**: Junior standing. Minimum 2.0 GPA. Instructor Approval

INSTRUCTOR INFORMATION:

*Instructor: John Ceneviva*

*Office: 354 Bryan Building*

*Phone #: 336-906-4509 (cell / preferred)*

***By Appointment only.***

*Email address:* [*jjcenevi@uncg.edu*](mailto:jjcenevi@uncg.edu)

**COURSE DESCRIPTION**  
  
Planned work experience approved in advance by instructor. This is a web-based course that requires regularly scheduled work in an organization that sponsors your internship. In addition, the course requires writing, and skill practice assignments.  
You cannot repeat the course for credit.  
  
**Welcome** to Directed Business Practices. First off, this is not a required course, so I congratulate you for choosing this course. You have made a wise decision. Here's why. The academic research that has been completed on experiential courses in general and an Internships indicates that college graduates who have completed one or more internships during their college career have a huge advantage in their first post graduate job. Student accuracy in selecting a motivating career path increases dramatically as does early career success. I look forward to working with you to make this a positive experience that will benefit you for a lifetime.

I expect you will have questions from time to time. I ask that you do not automatically send me an email. If you have a general question about the course, I require that you use the “Ask the Professor (ATP)” discussion forum to ask your questions. If you have a question, chances are good someone else does too. This way I will not have to answer the same questions repeatedly. Certainly, if your question is of a **private nature**, emailing your question directly to me is appropriate. If you do email me, you must put BUS/ENT 450 in the subject line; otherwise, your email will end up in a spam folder.   
**Note: You must activate and use your UNCG email account and canvas alert system to participate in this course. Do not ignore an email from me or a canvas announcement.**

**COURSE OBJECTIVES**

At the end of this course, you should be knowledgeable about major concepts and theories of Organizational Behavior. The learning outcomes for this course are the following:   
1. Create a bridge of understanding between the academic theory and the workplace.   
2. Apply specific goal-setting theories and practices in the work setting.   
3. Develop stronger teamwork and leadership skills.   
4. Develop a positive mutually supportive work relationship with the supervisor or mentor in the workplace.  
5. Document the development of specific new skills as the result of this Directed Business Practice.

**COURSE ORGANIZATION AND REQUIREMENTS**   
  
**Home/Modules Section of Canvas-**This course is organized into 15 modules that correspond to the 15 weeks of the semester. Every assignment, whether you submit it into an assignment box or post it to a discussion board, can be accessed through this section of Canvas. I have set it up to be the Home Page. It is where **you** should go each week to complete any course requirements. Modules run from Monday through Sunday. Assignments and Discussion Boards will open on the Thursday before the start of the Module. That is an 11-day window allowing students to participate at their convenience.

**Graded Course Activities:**

**Conference Call/Biography:** You will receive an email from me in early January directing you to participate in a conference call on **Sunday 1/20 at 230 PM.** The purpose of the call is for me to check in with all of you at one-time early in the course to be sure everyone understands the purpose of this course and the assignments and my grading procedure.

You also are required to post a Biography to introduce yourself by **Saturday 1/19.**

**Discussion Boards:** You will participate in an online Discussion Board. Your internship experiences serve as the source of our discussion topics. Each Discussion Board requires three separate posts from you. The first post will always be due by Wednesday, and the second two posts will always be due by midnight Sunday, the last day of the Module. The online discussions will be threaded discussions allowing students to participate at their convenience. **I will grade the quality, thoughtfulness, complexity and appropriateness of each student's posts** (see Canvas🡪Modules 🡪Welcome for more details). Discussions cannot be ‘made up’ so watch carefully for window times and do not miss this enriching part of this course.

**Internship Plan:** In the Internship Plan, you need to explain what you will be doing for your internship. You should think of your Internship Plan as a road map to help you complete your internship. In your plan, you need to identify your organization, your place within the organization and your task responsibilities. Identify the accomplishment you hope to achieve and identify the specific skills you expect to learn. **You need to discuss and gain the approval of this assignment from your Internship Supervisor** to make certain that both of you agree about the nature and scope of the internship. Failure to obtain supervisor approval will result in this assignment receiving a zero. It is very important that the two of you be on the same page. In the process of synchronizing your expectations, you and your supervisor should agree upon the total number of hours you will work. You also need to agree upon a schedule that you will follow to ensure that you will work the number of hours promised to earn the semester hours of credit for which you enrolled. If you have signed up for three-semester-hours of credit, you must work a minimum of 150 hours for the sponsoring organization. If you do not work the number of promised hours, I may reduce your grade or cancel your enrollment.

**Internship Journa**l: You will be required to maintain a journal of your key activities, accomplishments and learning during each week of the semester. Think of this as a record of what you did at work each week that you could refer to at any point in time during the semester or after the course has been completed to explain to any interested individual (like a potential employer) what you learned during your internship**. A form and format will be provided in the assignment write up.**

**Reflections on the Internship**: Your final exam for this course is a paper titled Reflections on my Internship. The purpose of the paper is to document what you learned while participating in an internship. The paper should be about 800 words long and should be a **thoughtful account of your journey through the internship, the insights you gained and skills you developed as a participant in the internship.** I will grade the paper on both its content and the quality of your writing. I, like most employers, I expect you to be able to write well. I will judge written communication in terms of clarity, organization, grammar, spelling and punctuation. You might want to refer to what you learned in MKT 309. I grade written communication in a similar fashion.

**Course Evaluation:** Near the end of the semester, you will have the opportunity to evaluate this course. If you complete the online evaluation while the window is open, you will receive full credit for the assignment.

**Supervisor Feedback.** I will communicate with your supervisor via email before the semester begins to ensure they understand the importance of the role they play in this experiential learning course and specifically what is required of them during the Internship. Finally, I will let them know that you the intern will be held accountable for failure to meet any of these requirements. Specific Supervisor Requirements include:

* Approval of the Internship Plan
* Written Midterm and Final Performance Evaluation
* Face to face review session with the Intern for each Performance Evaluation

**Grade Mix**

|  |  |
| --- | --- |
| Conference Call and Biography | 5% |
| Discussion Boards | 20% |
| Internship Plan | 10% |
| Internship Journal | 15% |
| Reflections on the Internship (paper) | 20% |
| Supervisor Feedback | 25% |
| Completion of Course Evaluation | 5% |

**Grading Scale**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Grade** | **Percentage Score** |  | **Grade** | **Percentage Score** |
|  |  |  | C+ | 77-79 |
| A | 94+ |  | C | 74-76 |
| A- | 90-93 |  | C- | 70-73 |
| B+ | 87-89 |  | D+ | 67-69 |
| B | 84-86 |  | D | 64-66 |
| B- | 80-83 |  | D- | 60-63 |

**NOTE**: 1) As an intern, you are representing not only yourself but also the University. We expect you to conduct yourself as a professional in your role as an intern. If, in the opinion of your instructor, your behavior as an intern reflects negatively on the University, your instructor may void your enrollment or give you an "F" at his discretion.

2) Every assignment has a due date which you already know. Therefore, no assignments will be accepted late.

3**) Grade Appeals** If you think you were not graded fairly you may appeal the grade within 7 days of receiving the grade. Grade appeals must be in writing and clearly state why you are appealing the grade. Grade Appeals have three possible outcomes—your grade will go up, stay the same or go down.

GENERAL RUBRIC FOR WRITEN ASSIGNMENTS:

Unless an assignment specific rubric is provided, the following will be used as a guideline for grading your work:

**Exceptional Work –"**Top of The Class". No or very minor issues with grammar or writing style   A/A- 90+

**Superior Work-**   “Perfectly Acceptable” for an Upperclassman. A few issues with writing style/grammar none of which interfered with reader comprehension   B/B- 80- 89

**Good Work** but needs some additional attention in either content or writing style   C/C- 70- 79

**Work Considered Unacceptable**. Content off topic ...many writing errors D/D- 60-69

**Work Incomplete** F= 0

**NB: Do not expect extensive comments if your work receives a 90 or better. A 100 is a perfect paper and I see very few of those. You may contact me for an explanation of your grade. Request a phone appointment via email and provide several date/times you can talk.**

**ACADEMIC INTEGRITY POLICY:** Academic integrity is central to UNCG's mission and necessary to its vision as a "student-centered university, linking the Piedmont Triad to the world through learning, discovery, and service." Make sure you understand and adhere to the principles of the University's Academic Integrity Policy as described in the Student Handbook (<http://sa.uncg.edu/handbook/academic-integrity-policy/>).

The Bryan School has prepared guidelines for student conduct. **https://bryan.uncg.edu/wp-content/uploads/2017/08/faculty\_student\_guidelines.pdf**

**ADDITIONAL REQUIREMENTS/INFORMATION**

***DISRUPTIVE BEHAVIOR POLICY*:** The instructor may withdraw a student from the course for behavior deemed by the instructor to be disruptive to the class. The grade assigned will be “W” if the behavior occurs before the deadline for dropping a course without academic penalty, and the instructor has the option of giving a “W” or a “WF” if the behavior occurs after the deadline.

***ACCOMODATION FOR STUDENTS WITH DISABILITY*:** Any student with disability requiring reasonable accommodation should inform me by email within the first week of class. The student must also provide me with a letter from the Office of Accessibility Resources and Services (OARS) with enough lead time for me to provide the specified accommodation(s).

***RELIGIOUS HOLIDAYS*:** Any student who cannot take an exam on the scheduled due date or participate fully in any other aspect of the course due to religious conflict must inform me by email within the first two weeks of class so that we can make alternative arrangements for him/her to take the exam and/or complete that part of the course.

***ACADEMIC/STUDENT SUPPORT SERVICES*:** There are several Academic and Student Support Services available to students that you may use. These include the Student Success Center, the Writing Center, Office of Accessibility Resources and Services (OARS), Information Technology Services (ITS) and The Student First Center. You are supporting these services with your tuition payments. Use them to improve your learning at this institution.

COURSE OUTLINE THAT INCLUDES ALL ASSIGNMENTS AND DUE DATES FOLLOWS ON THE NEXT PAGE

**COURSE OUTLINE**

**Welcome to the Course week ending 1/20**

* Week 1 **Discussion Board: "Introduce Yourself"**
* Attendance on a conference call on 1/20 (More to come on that via special email)
* Supervisors to receive an email this week explaining their requirements for this course

(I do not grade this assignment but failure to complete the biography on time or to attend the conference call without prior permission carries a 5-point course penalty)

**Module 1 w/e 1/27**

* Work as assigned by your Internship supervisor.

**Module 2 w/e 2/3**

* Work as assigned by your Internship supervisor.
* Week 2 **Discussion Board**: "**Linking My Internship to My Career Goals**", original post is due on Friday and your classmate responses on Sunday (Graded).

**Module 3 w/e 2/10**

* Work as assigned by your Internship supervisor.
* Submit your **Internship Plan** - Due by midnight Sunday (Graded).

**Module 4 w/e 2/17**

Work as assigned by your Internship supervisor.

**Module 5 w/e 2/24**

* Work as assigned by your Internship supervisor.
* Internship Journal entries for weeks 1 - 5 due by midnight Sunday. Form provided with graded assignment should be used. Additional weeks will be added through the semester.

**Module 6 w/e 3/3**

Work as assigned by your Internship supervisor.

NOTE: Supervisors will receive an email with direction for midterm evaluation this week

**Module 7 w/e 3/10**

SPRING BREAK however, you may be assigned work this week by your supervisor.

**Module 8 w/e 3/17**

* Work as assigned by your Internship supervisor.
* Supervisor midterm feedback due by 3/15 (Friday). NOTE: Students are responsible for ensuring their supervisors submit this evaluation on time.

**Module 9 w/e 3/24**

* Work as assigned by your Internship supervisor.
* Submit your Internship Journal to include entries for the weeks since the first submission. Weeks 6-9. (Graded)

**Module 10 w/e 3/31**

Work as assigned by your Internship supervisor.

**Module 11 w/e 4/7**

* Work as assigned by your Internship supervisor.
* Supervisor Module 11 Discussion Board: "**Mistakes I Will Not Make Again"**. Original post due Friday and classmate responses due Sunday. (Graded)

**Module 12 w/e 4/14**

* Work as assigned by your Internship

NOTE: Request for Supervisor Final Evaluation goes out this early week.

**Module 13 w/e 4/21**

Work as assigned by your Internship Supervisor

**Module 14 w/e 4/28**

* Submit your Internship Journal entries for the remaining weeks of the academic year due midnight 4/28
* Final evaluation due from supervisor **midnight Friday 4/26.**

**Module 15 w/e 5/5**

Paper: **Reflections on the Internship** due by Thursday 5/2 (Last Day of Class).

Course Evaluation: Due per University Schedule