



NEW YORK CITY COLLEGE OF TECHNOLOGY
THE CITY UNIVERSITY OF NEW YORK
DEPARTMENT OF BUSINESS

BUF 4900 INTERNSHIP

Pre / Corequisites: Any BUF 4000 level course

Credits: 3, 120 internship hours

INSTRUCTOR:

Faculty Office:

Office Hours:

Office Phone:

E-mail:

Meeting Date/ Time:

Room:

COURSE DESCRIPTION:

Work experience with a company in the fashion industry, related to the student’s interest area. Students apply their formal education to professional situations in order to ease the transition into the work environment. Students keep a journal of their work, submit written analyses and meet periodically to discuss their experiences.

LEARNING OUTCOMES:

Upon successful Completion of this course, students will be able to

| Outcome | Assessment |
|--|---|
| Apply classroom experiences to a workplace setting | On-site evaluations |
| Practice ethical behavior appropriate to a professional working in the field | On-site evaluations |
| Comprehend the process of solving problems through negotiation | On-site evaluations |
| Observe and begin to internalize a professional organizational culture. | On-site evaluations, journal, discussions |
| Evaluate one’s own performance in light of one’s expressed goals. | Journal entry, discussions |

GENERAL EDUCATION LEARNING OUTCOMES

| Outcome | Assessment |
|---|---------------------|
| Develop a sensitivity to underlying philosophies and agendas that direct power brokers’ decisions | On-site evaluations |

| | |
|--|---|
| Use critical thinking and personal communication skills to solve problems. | On-site evaluations, journal, discussions |
| Apply skills to successful interviewing | Successful interview |
| Demonstrate personal attitudes, abilities, and skills necessary to function as team members and leaders within professional environments | On site evaluation |

RECOMMENDED TEXTBOOK:

None

ASSESSMENT AND GRADING:

Intern performance evaluations will be submitted by the job supervisor and by the faculty supervisor at the end of internship period. Each student will submit a written self-evaluation at the completion of the semester's work, along with his/her daily log or journal for evaluation. In addition, progress reports based on the monthly meetings of all interns will be monitored by the faculty supervisor, areas of emerging problems examined, and solutions proposed to help the student move toward a successful completion of the internship.

Hour verification (Required to submit to earn internship credits)

| | |
|-------------------------------|------------|
| Journal (Open Lab site) | 100 |
| Assignment #1 Company History | 40 |
| Assignment #2 Target Market | 65 |
| Assignment #3 Promotion | 65 |
| Assignment #4 Networking | 65 |
| Assignment #5 Environment | 65 |
| Forms | 100 |
| Student objective form | 40 |
| Supervisor Evaluation Form | 30 |
| Student Evaluation Form | 30 |
| Total | 500 |

COURSE POLICIES AND PROCEDURES:

Students will have the opportunity to test their abilities in the job market. As a result, they will be able to assess their own marketable skills and their readiness to enter the commercial world.

Students will also demonstrate suitable communication skills through written assignments and discussion. Through these, students should be able to

1. Describe how their educational experience fits into the job market.
2. Evaluate how their performance can be improved in future positions.
3. Discuss current trends found and methods used in the professional context.
4. Describe methods of dealing with time restrictions and pressures on the job.

5. Describe the broad range of job opportunities in the field.
6. Develop their individual resumes and contacts in the job market.
7. Refine their abilities to work well with other members of the team or organization.

CRITERIA FOR EMPLOYERS:

To be selected as a site for internships, a business organization must provide a level of expertise consistent with the best professional practice, and a supervisor who will help the student refine his/her skills and challenge him/her to reach new heights. Organizations will be selected on a case by case basis from a review of their applications by the faculty supervisor in consultation with appropriate working professionals in the field. Organizations must in addition provide a supervisor who is committed to refining the training of the intern(s) in his/her charge.

COLLEGE POLICIES (ACADEMIC INTEGRITY, ADA, RESOURCES):

See standard policy document

SCHEDULE OF TOPICS:

| SESSION | TOPIC | ASSIGNMENT |
|---------|-----------------------------|------------|
| 1 | Introduction and discussion | |
| 2-14 | On site Internship | |
| 15 | Final Wrap up | |

Students will engage in online activities, making regular entries into their journals, as well as completing the position papers as described (Company History, Target Market, Promotion, Networking, and Environment).