

Tompkins Cortland Community College

Master Course Syllabus

Course Discipline and Number: BUAD 264

Year: 2024-2025

Course Title: Entrepreneurial Internship

Credit Hours: 3

I. Course Description: This course provides a capstone applied learning experience, primarily for Entrepreneurship majors. Students will work closely with an instructor (normally the Program Chair) to identify, apply for, and get approval for an internship with a local business. The internship, consisting of at least 100 hours of work with the chosen business, is intended to help students further develop their understanding of how to operate a successful small business in a specific field that they are interested in and passionate about. Prerequisites: ENGL 101; prior completion of, or concurrent enrollment in, BUAD 207. 3 Cr. (3 Lab.) Spring semester.

II. Additional Course Information:

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| 1. Additional assignments must be successfully completed during the internship. |
| 2. Students need basic computer skills, such as word processing, spreadsheets, and web browsing. |
| 3. Required readings may be in print or from on-line resources. |
| 4. This course can be used to fulfill a BUAD elective requirement for those students who are not Entrepreneurship A.A.S. majors. |
| 5. This course is an approved Applied Learning course in the Internship category. |

III. Student Learning Outcomes

Upon successful completion of this course, students will be able to:

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| 1. Describe the basic elements and activities required in successfully operating a small business. |
| 2. Explain how to communicate effectively with customers, suppliers, managers, and employees. |
| 3. Identify the key factors involved in successfully running a small business. |
| 4. Evaluate whether running this type of business, or being an entrepreneur in general, is what the student truly wants to do in the future. |

IV. Tompkins Cortland General Education & SUNY Competency Goals

☒ **Critical thinking (Tompkins Cortland GE Goal; SUNY Competency)**

In this course, students will write in various formats (essays, note taking, and correspondence) and for various purposes (informing, explaining, persuading, defending, and training). Assignments, videos, and activities will require an application of academic concepts and principles.

☒ **Social/Global Awareness**

Entrepreneurship is a critical segment of the global economy that provides approximately 66% of new jobs. Students will better understand how running a small business plays a vital role in our global economy.

☒ **Information Management**

Depending on the specific requirements of the business chosen for the internship, this course could significantly enhance their information management skills.

☐ This course does not address either of these Tompkins Cortland or SUNY General Education Goals.

V. Essential Topics/Themes

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| 1. | Researching and then prospecting for appropriate business internship opportunities |
| 2. | Importance of improving soft skills and attitude |
| 3. | Following directions after learning how a small business operates |
| 4. | Providing assistance to the owner/manager as required |
| 5. | Communication and relationship building |
| 6. | Sales and marketing efforts |
| 7. | Financial aspects required in running a small business |
| 8. | Customer, supplier, and employee relations |

VI. Methods of Assessment/Evaluation

| Method | % Course Grade |
|---|----------------|
| 1. Evaluation by owner/manager of the business selected for internship (evaluation tool provided by instructor for the owner/manager) | 10% - 35% |
| 2. Evaluation by instructor (based on completion of mid-term report, final report, and communication with instructor during the internship) | 65% - 90% |

VII. Texts – No specific text is required. Business owner/manager may provide specific readings for the intern to help them fulfill their internship requirements.

VIII. Bibliography of Supplemental Materials

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| 1. | To be determined by owner/manager if appropriate |
| 2. | YouTube video links available in Blackboard |
| 3. | Suggested readings available in Blackboard |

IX. Other Learning Resources

Audiovisual: None specified

Electronic: None specified

Other: To be determined by business owner/manager if desired.

Attendance Policy: *To maintain good grades, regular attendance at the place of work is necessary. Absence from scheduled work is considered a serious matter. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of the internship. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or*

participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from the internship for religious reasons should discuss the absence in advance with their instructors, or the business owner/manager. See college catalog for more information.

Services for Students with Disabilities: *It is the College's policy to provide, on an individual basis, appropriate academic adjustments for students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.*

Academic Integrity: *Every student at Tompkins Cortland Community College is expected to act in an academically honest fashion in all aspects of his or her academic work: in writing papers and reports, in taking examinations, in performing laboratory experiments and reporting the results, in clinical and cooperative learning experiences, and in attending to paperwork such as registration forms.*

Any written work submitted by a student must be his or her own. If the student uses the words or ideas of someone else, he or she must cite the source by such means as a footnote. Our guiding principle is that any honest evaluation of a student's performance must be based on that student's work. Any action taken by a student that would result in misrepresentation of someone else's work or actions as the student's own — such as cheating on a test, submitting for credit a paper written by another person, or forging an advisor's signature — is intellectually dishonest and deserving of censure.

Several degree programs offer student learning opportunities (such as internships, field work, and clinical experiences) outside the standard classroom setting. As part of the learning process, students must understand and engage in conduct that adheres to principles guiding employment within the professional workplace. These behaviors include, but are not limited to, academic integrity, accountability, reliability, respect, use of appropriate language and dress, civility, professional ethics, honesty, and trustworthiness. Disciplinary action may be initiated for inappropriate conduct occurring while participating in any course-related project or event.