



Course Specification

Course Code: IBP4541

Course Title: Internship

Credits: 5(400 hrs.)

Programs: Digital International Business

Semester: 1

Academic Year: 2022

College of Hospitality Industry Management
Suan Sunandha Rajabhat University
(CHM, SSRU)

Section 1: General Information

1. Course code and course title

IBP4541: Internship

2. Number of credits or number of hours

At least 400 working hours within three months.

3. Program and type of course

Bachelor of Business Administration (B.B.A.) Program in International Business (International Program). This field experience is a major required course.

4. Responsible faculty member/advisor for field experience

Dr.Pongrapee Kaewsaiha and the lecturer team

5. Semester and academic year

Semester 1, the academic year 2022

6. Latest date of specification development or modification

Revised course description in 2019

Section 2: Aims and Objectives

1. Aims of field experience

The internship will enable students to develop the skills, attitude, and motivation for their future careers in the International Business sphere.

During the internship, students increase their skills in analyzing corporative structure, organizational behavior, the system of corporative division, labor and workforce management, and the pattern and logic of international business processes in the modern Thai and global business context.

The internship is oriented toward students' preparation for their future employment and emphasizes the consideration and analysis of the actual company working in market conditions.

2. Objectives of field experience development and improvement

1. To create an opportunity for students to learn from hands-on experience so they can realize if they lack any skills crucial to their career.

2. To provide students with knowledge and skills in international business processes to prepare them well for their future careers.

3. To clarify students' points of view on various business and industries movement on the international level, global and regional systems of international business organization, governmental regulation, and everyday functioning.

4. To prepare students to work with others, such as colleagues and supervisors, and personalities that meet the requirements of international business' human resource demand.

Section 3: Development of Students' Learning Outcome

1. Morals and ethics

1.1 Morals and ethics to be developed

- 1) Have professional ethics
- 2) Have integrity and honesty
- 3) Have discipline, self, and social responsibility
- 4) Respect and follow the rules and regulations of institutions and society
- 5) Respect other people's rights and be a good listener

1.2 Process of activities

1) Provide discipline, morals, and ethics guidelines during the orientation before the internship.

- 2) Set up internship schedule, the scope of work, and performance evaluation.
- 3) Continue monitoring and evaluating students' behavior as employees of the organization.

1.3 Evaluation strategies

- 1) Self-evaluation using morals and ethics questionnaire
- 2) Evaluation by the advisor using an observation form
- 3) Analyze the record
- 4) Interviews colleagues, supervisors, and others

2. Knowledge

2.1 Knowledge to be acquired

- 1) Have the ability to use knowledge of theories and concepts
- 2) Have the ability to relate knowledge of all subjects

2.2 Process of activities

1) Provide current theory and knowledge in various areas of business during the orientation.

2) Meet with the supervisor at the workplace to arrange the source of information for students to improve knowledge and skills.

2.3 Evaluation strategies

1) Evaluate the ability to integrate theories and knowledge related to working assignments from student reports and interviewing.

2) Evaluate student work performance from the internship host, internship supervisor, and advisor/inspector using the student assessment rubric.

3. Cognitive and intellectual skills

3.1 Cognitive and intellectual skills to be developed

- 1) Have the ability to search for knowledge
- 2) Have analytical thinking
- 3) Have academic and professional skills
- 4) Have practical skill

3.2 Process of activities

1) Assign students to one or more special projects to analyze problems using analytical thinking and develop flowcharts to describe causes and provide adequate methods to solve problems.

2) Conduct research regarding the proper preparation of business industry planning issues.

3.3 Evaluation strategies

1) Evaluate student's presentation

2) Evaluate student's discussion

3) Evaluate student's report

4. Interpersonal skills and responsibility

4.1 Interpersonal skills and responsibility to be developed

1) Have responsibility for assignment (individual/group)

2) Have the ability to work in a team both as a leader or a follower

3) Have the ability to express an appropriate opinion

4) Have the ability to develop self-responsibility both in an academic and professional career

4.2 Process of activities

1) Group communication and team building.

2) Experienced in leading / coordinating complex activities

3) Listening for various purposes (for information, empathy, support, criticism, etc.)

4.3 Evaluation strategies

1) Coordinate between the host internship and the college to evaluate students for improvement.

2) Use peer evaluation at the workplace.

5. Numerical analysis, communication, and information technology skills

5.1 Numerical analysis, communication, and information technology skills to be developed

1) Have statistical and mathematical skills

2) Have communication skills, both oral and written

3) Have the ability to choose appropriate media for presentation

4) Have the ability to search for data and sources

5) Have the ability to use IT to follow the progress

6) Have the ability to use the appropriate Thai and English languages

5.2 Process of activities

1) Search for information and data from academic resources and IT.

2) Construct mathematical graphic presentations (in various media)

5.3 Evaluation Strategies

1) Evaluate student's presentation

2) Evaluate student's report

Section 4: Course Characteristics and Implementation

1. General description

The internship includes working integrated with learning in International Business areas, getting real work experience, working in a local or international business environment, companies, private or government sectors in Thailand, Southeast Asia, or other countries with completion of the final report.

The internship is designed for 4th-year students in the International Business program. The course will be held during the first semester of the 4th year (August till October) for at least 10 weeks, 50 working days, and 400 working hours.

2. Student activities

The main activities are as follows:

- 1) Have practical training of at least 400 hours at the workplace.
- 2) Have practical training at the workplace under the internship program.
- 3) Follow all regulations of the workplace strictly.
- 4) Dress in the formal student uniform or the uniform of their work organization.
- 5) Contact and report training assignments regularly (once a week) to the inspector/ advisor of the program.
- 6) Support the organization and participate in the advisor's visitation of the student's workplace at least two times during the course (first during 1-2 weeks, the second time during 7-8 weeks of the internship).
- 7) Submit an individual report about their work at the workplace to their job supervisor, who can give a consultation to students.
- 8) Submit a final report to the inspector/ advisor and have a presentation **within two weeks** after completing the internship.

3. Internship report or assignment

Reports or assignments	Submission due
Write daily records and weekly record	The second week of the internship (submit to supervisor or advisor through email)
Report any problems that arise or sickness	- Sick leave less than 3 days, submit a leave form to the supervisor and the college on the first day returning to work. - Sick leave more than 3 days, submit a leave form with a medical certificate to the supervisor and the college on the first day returning to work - Submit any problems/obstacles to the work through email.
Report Benefits and experiences	Submit monthly through email

4. Follow-up student learning outcomes from internship

The activities used for follow-up student learning outcomes both while training and post-training are:

- 1) Follow-up form
- 2) Interview follow-up
- 3) Follow-up letter

5. Duties and responsibilities of field supervisors in the workplace

1) Role to evaluate the effectiveness and efficiency of internship students

2) Role in controlling the student behavior to comply with the host's rules and regulations.

- 3) Role in training working skills for internship students

6. Duties and responsibilities of advisors/inspectors

Inspector/advisor has the roles to monitor and evaluate the students by visiting them to assess the student's work performance, self-development, adaptability, and learning capacity using the rubric assessment criteria. In addition, the inspector/advisor is assigned to assess the internship report submitted by individual students, expressing the application of individual students' knowledge to actual practice.

The inspector/advisor must assess students' performance using the host supervisors' reports and individual students' internships.

When visiting the students at the workplace, the inspector/ advisor has a role as a consultant to various problems found at work, then discussing with the host the problem and finding out the possible solutions. If receiving a report of a student violation, the inspector/ advisor should find the fact and report to the dean in written form.

7. Preparation for student support

- 1) Orientation by the program before the internship
- 2) Study tour or institutional visit to the internship workplace
- 3) Handbook and forms (Leave Form, Student Record Form, Student Evaluation Form, Rubric Assessment Criteria)
- 4) Contacts the required internship workplace and sends an official letter to the workplace at least one month before the internship program begins
- 5) Email and website

8. Facilities and support from the workplace

1) The internship workplace under MOU supports accommodation and/or transportation.

2) The internship workplace is expected to provide documents for student practice. The document may include research or trade/professional journal articles, policy manuals, and electronic sources.

- 3) The internship workplace is expected to provide an internship supervisor.
- 4) The supervisor assigns, monitors, and evaluates tasks and projects.

Section 5: Planning and Preparation

1. Selection of cooperative education venues

The field experience advisor selects the internship workplaces based on willingness to train students and provide the students' learning pathway.

- 1) Students will improve their competencies and skills.
- 2) Students will experience real-world work situations.
- 3) Students have the opportunity to improve their English language skills.
- 4) The hosting partner will have extra quality human resources.
- 5) Students have the opportunity to improve their knowledge of other cultures and languages.
- 6) Students can enhance their employability skills.

Appropriate workplaces relevant to the B.B.A. (International Business) program for internship are as follows:

- 1) Workplaces provide experiences in any field and directions of international business, such as industrial, agricultural, service, and technology
- 2) Workplaces related to multinational companies and structures functioning, such as branches or multinational corporations, banks, and holdings
- 3) Workplaces related to international trade, international transportation, and logistics
- 4) Government divisions with international business and international economic relations regulation, stimulation, and control such as services, ministries, and agencies
- 5) Non-profit international organization
- 6) Work positions in national and global, governmental and private statistical and analytical agencies and associations; educational institutions related to international business research and studying

2. Student preparation

- 1) To explore industries that often employ graduates from business majors.
- 2) To create a professional resume and have it reviewed by a field experience advisor/ career counselor.
- 3) To practice interviewing according to the resume.
- 4) To expand the personal network through student organization / professional association/career counseling.

3. Advisors/supervisors' preparation

The internship advisor/supervisor has an essential function to prepare:

Phase 1: Before the internship period

Prepare a good introduction to the company and a smooth start at the workplace, as it will be a big stimulus for the student's motivation.

Phase 2: During the internship

Prepare the contact person in case of problems, suggest and guide the learning process at the workplace (by giving feedback and demonstrating) to increase the students' competencies.

Phase 3: At the end of/after the internship

Prepare the process of assessing the student's competencies and evaluating the internship project as a learning process.

4. Field supervisor preparation

The field supervisor has a role as a teacher and trainer and is able to:

- 1) Provide organization orientation to students.
- 2) Assist students in the preparation of a learning contract that requires the selection of appropriate task assignments.
- 3) Provide the process of evaluating students' performance through written evaluation and verbal feedback.
- 4) Notify the responsible faculty of any concerns or problems related to student performance using various media (meeting, telephone, email, letter, etc.).

5. Risk Management

Program lecturers convened to prevent the risk of student internship:

- 1) The lecturers research and evaluate all areas of potential liability and risk.
- 2) The lecturers develop a policy manual that specifies the responsibilities and roles of the institution, students, and hosting for "... injury, loss, claims or damages arising from the negligent operation and other problems arising during work."

Section 6: Student Evaluation

The Head of the program or lecturer or appointed person assigned by the college will be an inspection person to supervise the students at the workplace to monitor and evaluate the students' performance periodically at least twice.

1. Evaluation structure

1) Attendance & participation in orientation seminar	10%
2) Host's evaluation in work performance	30%
3) Inspector/advisor's evaluation	10%
4) Internship final report	20%
5) Internship final presentation	10%
6) Weekly report	20%
Total	100%

The supervisor/advisor/inspector compiles all scores for evaluating the student's grading. The grading criteria are as follows:

Student's Score (%)	Grade	Result/Remark
86.00 – 100	A	4.00
82.00 – 85.00	A ⁻	3.75
78.00 – 81.00	B ⁺	3.50
74.00 – 77.00	B	3.00
70.00 – 73.00	B ⁻	2.75
66.00 – 69.00	C ⁺	2.50
62.00 – 65.00	C	2.00
58.00 – 61.00	C ⁻	1.75
54.00 – 57.00	D ⁺	1.50
50.00 – 53.00	D	1.00
46.00 – 49.00	D ⁻	0.75
0.00 – 45.00	F	0
-	I	Incomplete
-	W	Withdraw

2. Student assessment procedure

1) The workplace's staff mentor/internship supervisor evaluates using the internship program's criteria.

2) The internship advisor summarizes the result of the evaluation and reports to the dean.

3. Field supervisors' responsibility for student assessment

The field experience supervisor evaluates student performance during training and the end of training using an evaluation form.

4. Faculty member's responsibility for student assessment

The advisor has to evaluate students' performance by using the host supervisor's report and student's internship reports which express the application of students' knowledge to actual practice.

5. Conclusion of discrepancy of assessment results

The Head of the Program Coordinator and the host enterprise discuss the difference in evaluation results (if any) and determine the conclusion.

Section 7: Evaluation and Improvement

1. Process for internship by all concerned

1.1 Students

Students evaluate their internship experience by using the provided questionnaire.

1.2 Host supervisor

The host supervisor provides assignment results, evaluates internship experience using the questionnaire, and randomly participates in the interview.

1.3 Advisor/lecturer responsible for the internship

The internship advisor records the student's performance after consultation in the internship report.

1.4 Others (e.g., new graduates)

New graduates present experiences from the internship workplace to internship students about benefits and obstacles to practice for a future career during the orientation or other meetings.

2. Process for evaluation review and improvement plan

2.1 Developing a learning contract

1) The student and the college work together to plan all aspects of the internship and complete a Learning Contract, which includes discipline-specific learning objectives and relevant learning outcome measures.

2) The learning objectives describe what the student hopes to learn from the overall experience, especially concerning their course of studies.

3) The learning outcome measures are vital for assessing learning and attaining the learning objectives.

2.2 Reviewing direction and support

1) The role primarily serves student experience, answering questions and encouraging students in necessary ways.

2) The internship students contact the advisor for ongoing guidance and support (by email, in person, etc.) for assistance.

3) Feedback from the internship supervisor should be noted as one of the college supporting ideas to improve the plan.