

**LAKE AREA TECHNICAL INSTITUTE  
MARKETING/MANAGEMENT/SALES  
SYLLABUS**

**Course:** BUS 240 – Business Internship and Elective

**Credits:** 6

**Course Description:** This course is designed to give the student practical experience of working in a successful business with the exposure to various aspects of the operation of the business. The student can apply knowledge learned at this point in their education to actual business situations either at a business or in their own business.

**Course Requirements:**

1. Before a student can begin their internship requirements, they must have completed or be in the process of completing 75% of their course work.
2. The student will sign and abide by the Employer/Lake Area Tech training agreement form.
3. The student must successfully complete 180 hours of training. (60 hours per credit)
4. The student must complete and hand in the following:
  - Job interview sheet
  - Internship application
  - Record of hours
  - Resume/ reference sheet
  - Typewritten summary of their work experience
5. The student will compile and complete a portfolio to take with them upon graduation. This portfolio will include, but not limited to, the following:
  - Copies of ad layouts
  - Market Research report
  - Entrepreneurship business plan
  - Desktop Publishing newsletter
  - PowerPoint training manual
  - Current resume/reference sheet
  - Certificates of seminars attended
  - Any other outstanding papers/projects completed

**Grading:** The grading system used is based on the completion of your work experience and the required documents listed above. This is a "Pass/Fail" course.