Internship/Co-op Course Syllabus

Business Communication – Adding More Value to Your Internship “Success Strategies for Writing and Speaking”

Required 1x Opening Seminar for Registered Students: Tuesday, January 27th 4:00-5:20 pm

Faculty:
Professor: Michael A. Pennella, Ph.D.
Director of Business Communications Programs Newark and New Brunswick
Assistant Professor of Professional Practice
Department of Marketing
Email: RUintern@vianj.com
Office Hours: Thursday 11:00 – 12:30 Room 434 and by appointment
Phone: 973-353-3696

One advocate for the importance of building the communication skills of college graduates is Gilbert Amelio, the former President and CEO of Apple and National Semiconductor Corp, who advises: “Excellent communication skills are absolutely essential to effective leadership. The leader must be able to share knowledge and ideas to transmit a sense of urgency and enthusiasm to others. If a leader can’t get a message across clearly and motivate others to act on it, then having a message doesn’t even matter.” (Source: www.leadershipnow.com)

Rutgers Business School recognizes the competitive advantage of using the intern/co-op experience as an opportunity to learn and apply improved writing and speaking skills. You will find that among the features of the internship program is a concentration on sharpening these critical skills. The goal of this concentration is to increase your writing and speaking expertise so that you will be more competitive in your internship, your job search and your entry into the workforce.

Overview and Course Requirements:

Learning Goal:
Students will improve their ability to effectively communicate business concepts both orally and in writing.

Course Learning Objectives

• Students will demonstrate clear and concise writing skills when conveying information by applying prescribed frameworks for writing and self-editing informational reports.

• Students will increase their knowledge of public speaking techniques as demonstrated by the recommendations that they make after completing guided research.

• Students will increase their knowledge of writing techniques as demonstrated by the recommendations that they make after completing guided research.
Throughout this syllabus the word ‘tactic’ is used to describe the course requirements and deliverables. This term is chosen because each ‘tactic’ builds a desired and positive end result. These end results will make you a better communicator in the workplace. You will find that you can leverage these ‘tactics’ to make you stronger personally and professionally during your RBS experience and beyond. Each tactic provides information on how it can add to your success. It is followed by directions that describe what you need to do to succeed.

Important: Carefully read and particularly follow the guidance provided immediately below. Careful attention and follow-through on this advice will prepare you for your Tactic 4 Review Quiz and the Tactic 5 Reports.

Applying Learning Gained from the Seminar, Tactics and Online Resources

A Must Read

How to add to your success and reduce stress in April and May

Your opening seminar, tactics 1,2&3, and the materials placed in the Course Documents section of Blackboard provide you with workplace communication ideas and techniques that help you to organize your writing and improve your face to face communication. Among other online information that you will access will be: ideas for communicating more effectively with your supervisors and with clients. You’ll learn about influence in the workplace and how to grow your influence through communication behaviors. Tactic 2 provides techniques to improve public speaking and offers an opportunity to make recommendations. Tactic 3 provides a myriad of communication ideas that you can apply in your intern work and that will make you more competitive. Keeping a record or journal of your learning and the application of that learning is critical to your success. This journal should be where you keep notes of what business communication techniques you are learning and applying about business communication and what you are experiencing in the workplace. Toward the end of the semester you will be given a quiz on the learning that you’ve gathered from the opening seminar, tactics 1,2&3, and some of the materials placed in the Course Documents section of Blackboard. Keeping a record of what you’ve learned can be used during the 24 hours that you will have to complete the quiz in April as part of Tactic 4. Keeping a record or journal that captures what you are learning and applying while working that is related to business communication and your RBS concentration will be very valuable as you complete the end-of-semester report as part of Tactic 5.
Grading: Your grade is comprised of completed ‘Tactics’ and additional evaluations outlined below based on academic credit – please read carefully. Final Deadline Date for All Deliverables: May 5th, 2015.

If you are registered for:

1 credit: you are expected to work a minimum of 93 hours and complete Tactic 1, 2 and 5 only including the additional documents or activities listed below.

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Description</th>
<th>Credit</th>
<th>Grade</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tactic 1: Preparing a Pre-Personal-Value Report</td>
<td>Based on registered credit – submitted to Professor</td>
<td>25 pts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tactic 2: Gathering Tips and Public Speaking Recommendations</td>
<td>Based on registered credit – submitted to Professor</td>
<td>10 pts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student Workplace Performance Evaluation by Manager</td>
<td>Manager submits on-line</td>
<td>30 pts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student Time Sheet Matrix verifying hours</td>
<td>Hand in with Final Packet</td>
<td>10 pts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tactic 5: Post Experience Reflection &amp; Evaluation Report</td>
<td>Hand in with Final Packet - submitted to Professor</td>
<td>25 pts</td>
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</tr>
</tbody>
</table>

2 credits: you are expected work a minimum of 186 hours and complete Tactic 1, 2, 3 and 5 only, only including the additional documents or activities listed below.

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Description</th>
<th>Credit</th>
<th>Grade</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tactic 1: Preparing a Pre-Personal-Value Report</td>
<td>Based on registered credit – submitted to Professor</td>
<td>20 pts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tactic 2: Gathering Tips and Public Speaking Recommendations</td>
<td>Based on registered credit – submitted to Professor</td>
<td>10 pts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tactic 3: On-line Writing Resources</td>
<td>Based on registered credit – submitted to Professor</td>
<td>10 pts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student Workplace Performance Evaluation by Manager</td>
<td>Manager submits on-line – submitted to OCM</td>
<td>30 pts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student Time Sheet Matrix verifying hours</td>
<td>Hand in with Final Packet – submitted to OCM</td>
<td>10 pts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tactic 5: Post Experience Reflection &amp; Evaluation Report</td>
<td>Hand in with Final Packet – submitted to Professor</td>
<td>20 pts</td>
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</tbody>
</table>

3 credits: you are expected to work a minimum of 280 hours and complete Tactic 1,2,3,4, 5 only including the additional documents or activities listed below.

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Description</th>
<th>Credit</th>
<th>Grade</th>
<th>Deadline</th>
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</thead>
<tbody>
<tr>
<td>Tactic 1: Preparing a Pre-Personal-Value Report</td>
<td>Based on registered credit – submitted to Professor</td>
<td>15 pts</td>
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<tr>
<td>Tactic 2: Gathering Tips and Public Speaking Recommendations</td>
<td>Based on registered credit – submitted to Professor</td>
<td>10 pts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tactic 3: On-line Writing Resources</td>
<td>Based on registered credit – submitted to Professor</td>
<td>10 pts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tactic 4: Review Opportunity and Quiz</td>
<td>Based on registered credit – submitted to Professor</td>
<td>20 pts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student Workplace Performance Evaluation by Manager</td>
<td>Manager submits on-line – submitted to OCM</td>
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<td>15 pts</td>
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</table>

6 credits: Co-op you are expected to work a minimum of 560 hours and complete ALL 5 Tactics only including the additional documents or activities listed below.

<table>
<thead>
<tr>
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<td>Hand in with Final Packet – submitted to Professor</td>
<td>15 pts</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Final Deadline Date for Deliverables: May 5, 2015**
Hand in to RBS Newark Office of Career Management – 1 Washington Park, Suite 324

**E-mail will not be accepted for the final deliverable**

**Please notify RBS: UG-Newark OCM should you have any difficulties with any aspect of the internship/co-op.**

Absences – You are expected to be at work when assigned. If you are having difficulty with your work or school schedule, you are expected to discuss it with the faculty or manager. Your grade may be reduced should we be notified of excessive absence, issues with punctuality and poor performance as outlined in the end of semester student performance evaluation.

Grades for the semester / term grade are calculated as follows:
- A = 91 or higher
- B+ = 86 to 90
- B = 81 to 85
- C+ = 76 to 80
- C = 71 to 75
- D = 65 to 70
- F = less than 65

**Academic Integrity:** [http://academicintegrity.rutgers.edu/policy-on-academic-integrity](http://academicintegrity.rutgers.edu/policy-on-academic-integrity)

The penalties for cheating or plagiarism are severe. There is a University-wide policy on academic integrity, which will be followed. It is not worth the risk of suspension from the University to cheat. Every student will be expected to abide by the following pledge: “I pledge, on my honor, that I have neither received nor given any unauthorized assistance on any assignments.”
Course Requirements: ‘Tactic’ Deliverables

Tactic 1: Preparing a Pre-Personal-Value Report: Getting Prepared to Build Your Personal Brand and Make a Strong First Impression

Why this tactic can add to your success
Making a good first impression matters in many places and especially in a business environment. This is an opportunity to reflect on some of the attributes that you might offer as an intern and, in the longer run, at a future desirable workplace. This tactic will add to the content and delivery of how you present yourself. Writing is a powerful catalyst and a vital medium for forcing reflective thinking. It prepares the writer to make persuasive presentations in a clear and concise way. This exercise gives you a chance to take a look at your potential strengths in a supportive environment. Specifically the self-promotional document that you are writing:

1. Serves as a catalyst for reflection about important aspects for building your personal brand
2. Provides you with guidelines for organizing a short report
3. Affords you feedback outside of the workplace that can be used by you in the workplace
4. Assesses your writing strengths and enlists the feedback of professional communication coaches who will provide feedback and support.

Here is what to do in order to succeed:
Prepare a report that provides a description of three valuable personal features of yours. These features should demonstrate how you might potentially bring value to the organization where you will be interning. These features may be expressed as skills, knowledge, personal character attributes or experience. Assume that you are writing to the person who selected you to work at their company.

This report should consist of four paragraphs. The first paragraph must be a statement indicating that you are eager to work with and be valuable to the organization during your internship/co-op experience. Let the reader know that you expect to bring value to the organization in part because of the three personal features. Provide a one sentence brief preview of the three attributes that you would like to apply in the workplace for your good and possibly that of the organization; just the title of the personal feature will generally be enough for the preview in this first paragraph.

The second, third and fourth paragraph will each describe one of the three personal features that you previewed in the first paragraph. Each paragraph should begin with a sentence that states a claim of what the personal feature is that you expect to contribute. Provide evidence of the personal feature by giving an example of how it has helped you or others. Try to provide an example that goes beyond what you did and, if possible, describes what you accomplished because of this personal feature. The evidence that you provide in each of these three paragraphs should consistently support the personal-value claim that you made in the first sentence of each paragraph.

The second, third and fourth paragraph should have a subheading that you place a on a separate line inside the left margin. The subheading tells the reader the name of the valuable attribute that you will present in the paragraph that will appear beneath the subheading.

Tactic #1 - Deadline: February 10
To be submitted to RUintern@vianj.com – Enter Tactic 1 on the subject line
Tactic 2: Gathering Public Speaking Tips and Making Recommendations

Why this tactic can add to your success
It is estimated that over 75% of people have some fear of public speaking. The ability to overcome this fear is directly connected to knowing how to deliver a talk. You will learn how to handle the two most important parts of a talk. Those critical parts are the opening and closing. These parts of a talk are what gets remembered and are what affects how speakers are seen. You will learn the steps for delivering the opening and closing in a way that starts by engaging your audience and that ends with the sweet sound of applause. You may have the opportunity to speak before a group of people before your internship ends. The business communication lessons and the recommendations that you will make as part of this tactic will have you prepared to make a positive impression. Organizing these tips into main ideas will increase your power to reflect on the power of these tips as you make written recommendations. Writing your ideas as recommendations will increase your ability to apply them when needed and encourage the use of a strong statement in the first sentence of each section.

Tactic 2: Here is what to do in order to succeed:
Here are four videos and one article about how to deliver a talk. Be sure to watch and learn from all five. Make note and keep a record of all the tips for speaking that you can find. After you have gathered these tips, organize them into three main ideas under which these tips might fall as you help someone to improve their speaking skills. Use the same guidance on report writing as you were advised to use for Tactic 1. This time instead of writing about personal features, you will be writing about and supporting three main ideas for better speaking. Your task is to support the main ideas that you created with the speaking tips that you gathered and organized. Also refer to the online videos on organizing reports. Be sure to organize your main ideas as recommendations. The first sentence of each section should provide a strong speaking recommendation that you will be supporting with the tips that you learned.

https://www.youtube.com/watch?v=bt8YFCveNpY An example of how a few changes in your delivery can make the talk that you are giving much stronger.
https://www.youtube.com/watch?v=w82a1FT5o88 Tips on opening a talk and the importance of stories
https://www.youtube.com/watch?v=Yl_FJAOcFgQ A good argument for why a good opening and closing of a talk is vital along with some examples. Note: You will do even better before the end of our time working together.
https://www.youtube.com/watch?v=AykYRO5d_Il Five tips on speaking and why these tips are important

Tactic #2 Deadline: March 3
Submit to RUintern@vianj.com – Enter Tactic 2 on the subject line and document name
Tactic 3: Online Writing Resources

Gathering Tips and Making Public Speaking Recommendations
An online source that can help you avoid communication mistakes in the workplace

Why this tactic can add to your success
Talking about grammar, spelling and vocabulary is not the most fun part of being a communication instructor or coach. However here’s the issue: these writing and speaking mechanics matter very much in the workplace for those who want to get ahead. Becoming more familiar with resources that can help you to get stronger will protect you from embarrassing mistakes. Perhaps you took a gym class in high school. Completing that class did not mean that you can forget about exercising or participating in sports. Staying in shape matters in writing and speaking too. Learning where to find resources that can make you better at the basics and nuances of writing can make a difference in your career and keep you in shape. This resource is perhaps the best writing reference that can be found online.

Tactic 3: Here is what to do in order to succeed:
Go to https://owl.english.purdue.edu/owl/. You will find many places at this website where you can straighten your skills.

Select at least five different pages or topics. Create a subheading for each one of the five topics that you chose. Provide a brief summary of three things you learned about each topic. You will have fifteen ideas when you are finished (5 topics x 3 things learned).

Keep track of this website. Just like the gym, it is a place where you can get a workout that will make you more competitive.

Tactic #3 Deadline: March 26
Submit to RUintern@vianj.com – Enter Tactic 3 on the subject line and document name

Tactic 4: Review Opportunity and Quiz

Why this tactic can add to your success
This is an opportunity to experience the pressures of the workplace but in a safer environment. As is the case in the business environment, preparation throughout the project, or in this case the semester, will make this challenge easier. This tactic will give you an opportunity to assess your progress toward the learning goal and objectives as you review previous learning in the light of your experience since the start of the semester.

Tactic 4: Here is what to do in order to succeed:
Review your record of what you learned from Tactics 1,2&3, the seminar and online resources. You will have 24 hours to complete the quiz. You may use your notes for the quiz. However any collaboration with others will be a violation of academic integrity. This quiz will be given in mid-April
Preparing and Writing to Demonstrate Your Success as an Intern and Business Communicator

Why this tactic can add to your success

- Providing information in writing or speaking is made easier by gathering and documenting that information over time. Throughout the semester keep a record in notes or a journal to capture your work experiences and what you are learning. You will be better prepared to write a report on the application of your intern business communication learning. You will also be able to compare your new experience, knowledge and abilities to the pre-personal value that you relied as part of Tactic 1. While not part of this tactic, use this opportunity to recall the experience that you are completing at your workplace. Take the time to prepare and send a Thank You to your supervisor and/or whomever you worked with. Always look for opportunities to create goodwill and to expand your network. See page 11.

Tactic 5: Here is what to do in order to succeed:

You will present information that demonstrates your application of and your experience with business communication skills during your intern or co/op work. The document outlined below includes the main ideas in bold font that are expected to be addressed. As such these main ideas should appear in: the opening paragraph’s predicted order, the subheadings and the first sentence of each paragraph or section. If you look back at the techniques that you were advised to use with Tactic 1 and if you view the online lessons on organizing and self-editing reports, you will be prepared to meet your readers’ expectations. Your challenge is to write each section as a report with the clear, concise organization that is one of the learning objectives for this course (See page 1 ).

- **Workplace communication:** Provide your reader with information about what you did that required good communication and what that communication entailed? Also provide the context of where you worked by giving at least two examples of the application of good or bad communication skills that you witnessed from someone with whom you worked. Explain why these examples were good or bad based on what you’ve learned.

- **Application of skills:** Tell your readers what communication learning objectives (See page 1 ) you applied. Describe how well the application of those skills went for you and how it may have affected the person(s) with whom you were communicating. Provide at least two examples of the application and results.

- **Application of Ideas:** Identify and explain how three important ideas that you learned from this course affected your workplace experience. Tell your readers what effect being guided by these ideas had, if applied. If not applied, explain why. Identify any communication skills or ideas that you wished you had learned before starting your internship. What were they and why would they have been helpful?

Tactic #5 - Deadline: May 5, 2014

Deliver the printed report to the Office of Career Management. Do not email this report.

**NOTE:** The three documents that follow must also be delivered to the Office of Career Management – Do not email them.
# End of Semester Student Workplace Performance Evaluation Form

*Manager can submit data on-line via the below survey link:*  
https://rutgers.qualtrics.com/SE/?SID=SV_6lpTtrnlv0uIQMI

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**Student’s Name:** ____________________________

**Sponsoring Company/Supervisor Name:** ____________________________

**Sponsoring Company/Supervisor Signature:** ____________________________

**Beginning Date:** _______________   **Ending Date:** _______________

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### Relations with others

- □ Works exceptionally well with others
- □ Works well with others
- □ Indicates average skills in working with others
- □ Has difficulty working with others

### Quality of Work

- □ Excellent
- □ Above Average
- □ Average
- □ Not satisfactory

### Judgment

- □ Excellent in making decisions
- □ Above average in making decisions
- □ Usually makes the right decision
- □ Consistently uses poor judgment

### Dependability

- □ Excellent
- □ Above Average
- □ Average
- □ Not satisfactory

### Ability to Learn

- □ Learns very quickly
- □ Learns quickly
- □ Average in learning
- □ Did not pick up tasks quickly

### Attitude

- □ Extremely interested and independent
- □ Very interested and independent
- □ Average interest and independence
- □ Definitely not interested and independent

### Technical Disciplinary Skills

- □ Excellent
- □ Above Average
- □ Average
- □ Not satisfactory

### Professional Appearance and Behavior

- □ Excellent
- □ Above Average
- □ Average
- □ Not satisfactory

### Attendance

- □ Regular
- □ Irregular

### Punctuality

- □ Regular
- □ Irregular

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**Overall Performance**

- □ Excellent
- □ Above Average
- □ Average
- □ Below Average
- □ Not satisfactory

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**Additional Comments:**

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Student Time Sheet Matrix Signed by Manager – Handed in to the RBS Office of Career Management 3rd Floor by the last syllabus deadline

Signed weekly by your employer and include this form in your final packet of deliverables.

Your hours must match the number of credits you are registered for.

<table>
<thead>
<tr>
<th>Student Name:</th>
<th></th>
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<tbody>
<tr>
<td>Student RU ID:</td>
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<tr>
<td>Student Phone:</td>
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<tr>
<td>Student E-mail:</td>
<td></td>
</tr>
<tr>
<td>Employer Name:</td>
<td></td>
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<tr>
<td>Organization Supervisor:</td>
<td></td>
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<tr>
<td>Supervisor Phone:</td>
<td></td>
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<tr>
<td>Supervisor E-mail:</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Weekly Dates</th>
<th>Completed Work Week Hours</th>
<th>Supervisor Initial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example: 7/6-7/9 &amp; 7/11</td>
<td>24 work week hours</td>
<td>JJ</td>
</tr>
</tbody>
</table>

| Total Completed Work Hours for the Semester: |

Acknowledgement: Information above is true and accurate

Student Signature____________________________________  Date: __________________

Employer Signature___________________________________  Date: __________________
We encourage you to write a ‘thank you’ note to your employer prior to your completing your assignment. They can be a worthwhile networking connection down the road.

Example: One Page ‘Thank You’ Letter Sent to Employer

We encourage you to write and send a ‘Thank You’ Letter to your employer describing the positive points of your experience.

Highlight the best experiences of the internship/co-op. You can reference your pre self-evaluation and describe your post experience growth and skill development.

August 25, 2014

Ms. Jennifer Smith
RBS Corporation
1 Washington Park
Newark, New Jersey

Dear Ms. Smith,

I would like to thank you for offering me an opportunity to work with your company as an Audit Intern for RBS Corporation. I was able to acquire relevant experience and industry knowledge for my future career and enjoyed the time I was able work with the team on critical projects.

This experience provided me with extensive knowledge on your company’s expense and accounting functions as well as become more comfortable using Google Drive and Google Wave to document expenses and income. I was able to gain experience in the field of audit by understanding how to acquire supporting documentation regarding transactions, missing financial data, and analyzing spending according to our budget. It was critical to understand how all of this data allows us to evaluate important adjustments to improve cost and expense accuracy.

Lastly, this internship has given me inspiration that I can do more professionally and it helped to build my confidence. I appreciate the trust you had in me and the training provided. I am excited to continue my goal of achieving success as an accountant. I hope to keep in touch and let you know how I am doing over the course of my career.

Thank you again for the opportunity to work with your team.

Best,
Rolando Alvarez