

MGT 492 – INTERSHIP SYLLABUS - SPRING 2025

- Instructor:** Maria Ballesteros-Sola, DBA, MBA
I have a long last name, but you can call me Dr. B or Dr. [BUY-A-STAIR-OS]. Please update your profile in CI Learn if you have a preferred name other than your legal name.
- Class Meetings:** Wednesday 2-3 pm in Zoom or MVS Hall 1178
- Happy Hours:** Online by appointment.
- Office:** MVS Hall - 1178
- E-mail :** maria.ballesteros-sola@csuci.edu
During the week, I respond to e-mails in 24 hours max. Please resend if you haven't heard from me in one day (excluding weekends). Be sure to include MKT 410 in the Subject.

BUSINESS PROGRAM LEARNING GOALS

- A. Critical Thinking
- B. Oral Communication
- C. Written Communication
- D. Collaboration
- E. Conduct (Ethics)
- F. Competency in Disciplines

COURSE DESCRIPTION

This course provides students with practical work experience in their field of study through a hybrid (on site & online) internship at the International Trade Administration (U.S. Department of Commerce).

EMPLOYER BACKGROUND

As part of the U.S. Department of Commerce 's International Trade Administration, the U.S. Commercial Service is the premier federal agency that helps companies to achieve exporting success. Our office at the Port of Hueneme's World Trade Center in Oxnard, CA is part of a global network of domestic and international offices throughout more than 75 countries. We assist U.S. Companies with entering new export markets and increasing export sales and market share through consulting, foreign market research, finding and introducing foreign buyers to U.S. exporters, and advocating on behalf of American business interests

LEARNING OUTCOMES

After completing the course, you should be able to:

1. *Explain* orally and in writing the importance of globalization and international trade.
2. *Describe* orally and in writing the international trade opportunities and related processes for local businesses.
3. *Develop* professional skills and competencies relevant to field.
4. *Reflect* critically on internship experience and its impact on one's intellectual, personal, and professional development and how it informs future career choices & post-graduate endeavors.
5. *Communicate* internship experiences effectively through written and oral presentations.
6. *Network* and build professional relationships within their industry.

The class follows an active, hands-on approach to learning through an internship. In-class time will be used to debrief and reflect. The employer has provided us with this internship description:

“As part of a team of highly motivated professionals with a range of international business expertise, you assist staff in providing high-value consultation and guidance to companies making strategic international business decisions. Typical intern duties include conducting foreign market research or industry research, interacting with client companies, supporting trade events, and other administrative duties as required.

Training will be provided on market research tools, information resources, key trade topics. 3 training modules on Salesforce, our client management system. Assignment of a supervisor and priority sectors for your internship. Developing a work plan with short- and long-term goals. Teamwork with other interns on office-wide projects. Supporting client companies with research and advice Exposure to Pacific South Network companies, trade issues, events and networking.”

I welcome you to contact me outside of class and student hours. E-mail is the fastest way. I aim to reply in 24 hours, Monday through Friday, but it will take a little longer over the weekend.

REQUIRED COURSE MATERIALS

No textbook is required for this class. This is a no-cost course. Open-source readings will be posted on CI Learn as well as those facilitated by your site supervisor.

ADDITIONAL RESOURCES

- **Periodicals:** Forbes, The Economist, Fortune, Harvard Business Review, Time Magazine, Entrepreneur, The Economist, etc.
Have you checked our library or your local library for free access? I have Camarillo Library cards available if you would like to access its resources.
- **Podcast:** Harvard Business Review Channel with eight different shows
- **Blogs on International Business:** <https://www.deadlysins.info/>

PREREQUISITES: None

GRADING

This course is graded as Credit/No Credit. To receive credit for his course, students must successfully complete all course requirements as outline below.

Week	Assignments
W 1	Review syllabus and sign the Learning Agreement signed by professor and your supervisor.
W 2	Read assigned readings in CI Learn.
W 3-14	Read assigned readings in CI Learn. Submit: <ul style="list-style-type: none">- Double Journal Entry – weekly- International Trade in the News – every two weeks
W 15	Submit: <ul style="list-style-type: none">- Final Internship Impact Report (1-3 pages): Comprehensive paper summarizing the internship experience, including an overview of the organization, key projects, skills gained, challenged faced and reflection on career goals.- Experience Showcase: Record a 3-5m video summarizing the internship experience.

DOUBLE ENTRY SELF-REFLECTION JOURNAL

Writing this Journal will help you document your growing knowledge of international trade and your learning process. I encourage you to write in your Journal at the end of every week. And to use a *double-entry* approach:

- **First part:** Include descriptive information capturing in bullet points the main topics and activities completed that week at the site.
- **Second part - reflective portion:** Add at least one self-reflection paragraph about the activities and/or concepts/facts learned. You should also include some thoughts on team/supervisor dynamics, challenges faced, your strengths and potential areas of improvement

I will be the only person who will read the journals. I expect you to be open and honest and use this opportunity to develop your metacognitive skills.

At the beginning of the semester, you will create a Google Doc and share it with me in the journal assignment in CI Learn. Each week, you will type your Entry **in this same document** in reverse chronological order (most recent Entry first). Be sure to change the sharing rights to: *“Everyone with the link can comment.”*

As part of this assignment, you will submit a world map that includes all countries/major cities that you have come across during your internship.

INTERNATIONAL TRADE IN THE NEWS

This assignment aims to encourage students to engage with current events and trends in international business. By analyzing and presenting relevant business articles, students will develop their ability to complement the concepts learned on the site with the additional examples and perspectives.

This assignment will be a recurring bi-weekly task. Students will create a Google Doc that includes the date, article's title, brief summary and the connection to the internship.

ATTENDANCE

This class follows a hybrid delivery format. We don't know what 2025 will throw at us, but we must connect weekly, knowing that we are there for each other. We will both communicate promptly if something prevents us to connect that week.

CHEATING, PLAGIARISM, AND OTHER FORMS OF ACADEMIC DISHONESTY

This has been one of the most challenging issues I have had to deal with as a professor in the last few years. I expect all students to hold themselves accountable to the highest ethical standards, but sometimes, due to time constraints, lack of interest, or maybe unknown to them, students take actions that break the CSUCI policy on Academic Dishonesty.

*By enrolling at CSU Channel Islands, students are responsible for upholding the University's policies and the Student Conduct Code. Academic integrity and scholarship are values of the institution that ensure respect for the academic reputation of the University, students, faculty, and staff. Cheating, plagiarism, unauthorized collaboration with another student, knowingly furnishing false information to the University, buying, selling, or stealing any material for an examination, or substituting for another person may be considered violations of the Student Conduct Code (located at <http://www.csuci.edu/campuslife/student-conduct/academic-dishonesty.htm>). **If a student is found responsible for committing an act of academic dishonesty in this course, the student will receive academic penalties, including a failing grade on an assignment or in the course, and a disciplinary referral will be made and submitted to the Dean of Students office.** For additional information, please see the Faculty [Academic Senate Policy on Academic Dishonesty](#) in the CI Catalog.*

The Internet is an excellent source of information, and I encourage you to use it for research. However, do not copy another author's writing word for word, except for brief passages to support your thesis. When using another writer's work, accurately identify it with a proper citation and "quotation marks."

Using homework help sites, copying answers from the Internet, or a colleague in any exam is considered cheating.

Plagiarism or cheating on assignments/deliverables, tests, and exams will result in an **"F" (0 points)** on the assignments/deliverables, tests, or exams, very likely resulting in a lower or possibly a failing final grade in the course. No retakes are allowed. In the case where the cheating or plagiarism was premeditated/planned, students may receive an "F" for the course and will be reported to the Dean of Students office.

As we will discuss at large, **Generative Artificial Intelligence (GenAI)** tools—software that creates new text, images, computer code, audio, video, and other content—have become widely available. This course will work together to understand how GenAI is and will impact the marketer's role and prepare you for that¹.

This policy governs all such tools, including those released during our semester together. You may use generative AI tools in this course as indicated by me. As you use generative AI tools on assignments in this class, you must properly document and credit the tools themselves. Cite the tool you used and briefly describe how you used the tool in an appendix for the assignment. Be sure to include what tool/version you used and include your full prompts.

Please remember that AI tools are typically trained on limited datasets that may be outdated. Additionally, generative AI datasets are trained on pre-existing material, including copyrighted material; therefore, relying on a generative AI tool may result in plagiarism or copyright violations.

Finally, keep in mind that the goal of generative AI tools is to produce content that seems to have been produced by a human, not to produce accurate or reliable content; therefore, relying on a generative AI tool may result in your submission of inaccurate, incomplete, erroneous or biased content. It is your responsibility—not the tool's—to ensure the quality, integrity, and accuracy of the work you submit in any college course.

If you use generative AI tools to complete assignments in this course in ways that I have not explicitly authorized, I will apply our Academic Integrity policies as appropriate to your specific case. In addition, you must be wary of unintentional plagiarism or fabrication of data.

You can find more information here

<https://www.csuci.edu/studentsupport/student-conduct/academic-dishonesty.htm>

Please act with integrity for the sake of both your personal character and your academic record. If my expectations regarding academic dishonesty in this course are not clear, please let's talk in class.

DISABILITIES ACCOMMODATIONS

If you are a student with a disability requesting reasonable accommodations in this course, please visit Disability Accommodations and Support Services (DASS) located on the second floor of Arroyo Hall or call 805-437-3331. All requests for reasonable accommodations require registration with DASS in advance of needed services. You can [apply for DASS services here](#). Faculty, students, and DASS will work together regarding course accommodations. Please discuss approved accommodations with me ASAP so I can better serve your needs.

CAMPUS TUTORING SERVICES

You are encouraged to make regular use of campus tutors and/or peer study groups beginning in the second week of the semester. For campus tutoring locations, subjects, and hours, go to <http://go.csuci.edu/tutoring>.

¹ Note: The GenAI policy included here was partially created using the Pepperdine AI Syllabus Statement Decision Tree available here

https://courses.pepperdine.edu/access/content/user/cheard/Twine/Generative_AI_Syllabus_Statement.html

CIVIL DISCOURSE STATEMENT

All students, staff, and faculty on our campus are expected to join in making our campus a safe space for communication and civil discourse. If you are experiencing discomfort related to the language you are hearing or seeing on campus (in or out of classes), please talk with a trusted faculty or staff member. Similarly, please consider whether the language that you are using (in person or on CI Learn) respects the rights of others to "*engage in informed discourse and express a diversity of opinions freely and in a civil manner*" (language from Academic Senate [Resolution SR 16-01](#), Commitment to Equity, Inclusion, and Civil Discourse within our Diverse Campus Community).

In addition, students whose conduct adversely affects the learning environment in this classroom may be subject to disciplinary action. Students who disrupt this course may receive a verbal and written warning from the instructor, they may be excused from the class for the day, they may be excused from the class for up to one class period, and/or they may be referred to the Dean of Students office for further review and possible disciplinary action.

EMERGENCY INTERVENTION AND BASIC NEEDS

If you or someone you know is experiencing unforeseen or catastrophic financial issues, skipping meals, or experiencing homelessness/housing insecurity (e.g., sleeping in a car, couch surfing, staying with friends), please know that you are not alone. There are resources on campus that may assist you during this time. The **Dolphin Pantry** is currently located in Arroyo Hall and offers free food, toiletries, and basic necessities for current CI students. For additional assistance, please contact the Dean of Students office at (805) 437-8512. Please visit the website at CI for the most up-to-date information on the **Basic Needs** Program: <https://www.csuci.edu/basicneeds/>.

COUNSELING AND PSYCHOLOGICAL SERVICES (CAPS)

CAPS is pleased to provide a wide range of services to assist students in achieving their academic and personal goals. Services include confidential short-term counseling, crisis intervention, psychiatric consultation, and 24/7 phone and text support. CAPS is located in Bell Tower East, 1867, and can be reached at 805-437-2088 (select option two on voicemail for 24/7 crisis support or text "Hello" to 741741); you can also e-mail us at caps@csuci.edu or visit <https://www.csuci.edu/caps>.

TITLE IX AND INCLUSION

Title IX & Inclusion manages the University's equal opportunity compliance, including the areas of affirmative action and Title IX. Title IX & Inclusion also oversees the campus' response to the University's nondiscrimination policies. CSU Channel Islands prohibits discrimination and harassment of any kind based on a protected status (i.e., age, disability, gender, genetic information, gender identity, gender expression, marital status, medical condition, nationality, race or ethnicity, religion or religious creed, sexual orientation, and Veteran or Military Status). This prohibition on harassment includes sexual harassment, as well as sexual misconduct, dating and domestic violence, and stalking. For more information regarding CSU Channel Islands' commitment to diversity and inclusion or to report a potential violation, please contact Title IX & Inclusion at 805.437.2077 or visit <https://www.csuci.edu/titleix/>.

CLASS RECORDING POLICY

Students may not record (audio or video) in this class except in accordance with approved ADA accommodations. Any recordings made in connection with a disability accommodation are for the student's personal academic use only and may not be distributed in any manner to any other individual.

CAMPUS & PUBLIC HEALTH REQUIREMENTS

CSUCI is following guidelines from the California Department of Public Health and Ventura County Department of Public Health to promote safety during the COVID-19 pandemic for CSUCI students, employees, and visitors on the campus, to help prevent and protect themselves and others from the spread of the virus. Students are required to adhere to all health and safety requirements outlined on the University's website regarding COVID-19. Failure to do so may result in removal from the classroom, and, in keeping with CSU policy, the student may also be denied access to campus/programs. Remember, if you cannot wear a mask due to a medical condition, please reach out to Disability Accommodations & Support Services (DASS) at accommodations@csuci.edu or 805-437-3331.

DISCLAIMER

The information contained in this Syllabus, other than the mandated by the University, may be subject to change with advance notice.

FINAL THOUGHTS



This class and all that we strive to accomplish are about you and for you! The class is the safest laboratory that you will experience in your career. Make the most out of it! Work hard and have fun! Thank you for choosing this class. I am looking forward to working with you.

"Inspiration exists, but it has to find you working."

Pablo Picasso

"If you do the work, you get rewarded. There are no shortcuts in life."

Michael Jordan