

# Boston University Los Angeles Internship Course –SPRING 2023 Syllabus

## Course Numbers

COM FT493/494EHW	COM FT953/954EHW	COM CM471EHW	COM CM809EHW	CAS EC497EHW	HUB UNIT SA 330
Film/TV Intern	Film/TV Grad Intern	Comm Intern	Comm Grad Intern	Bus/Econ Intern	Individual in Community

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**COURSE OBJECTIVE** To introduce students to professional media & entertainment environments via internships at sites where they will see the work of industry professionals and get hands-on, career-focused experience.

### **LEARNING OUTCOMES**

<i>By the end of the course students will have:</i>	<i>Assessment Methods:</i>
1. Developed an understanding of the unique entertainment and media culture in Los Angeles: Knowledge of production workflow (creation, development, finance, production, promotion, distribution), and the professional business activities specific to the industry in it's hub of Los Angeles.	1A. Attendance of program Orientation, professionally geared panels (e.g. Young alumni Panel) and program events.  1B. Internship participation, evaluation, assignments and reflection papers.
2. Developed a thorough knowledge of industry roles, key executives and creative activity in the student's respective focus of study.	2A. Internship participation 2B. Mandatory and supplementary program event attendance.
3. Developed the networking skills and self-marketing techniques to nurture relationships with professionals working in the students' area of interest, while cultivating professional contacts, such as mentors, consultants, advisors or employers.	3A. Attend mandatory Pinnacle Workshop and Young Alumni panel
4. Developed the analytical skills to assess current creative and business trends within the entertainment, media, and advertising industries	4A. Internship participation, evaluation, and reflection papers. 4B. Attend Mandatory and supplemental program events.
<b>LEARNING OUTCOMES FOR</b>	<b>HUB UNIT SA 330 : INDIVIDUAL IN COMMUNITY</b>
1. <i>Students will analyze at least one of the dimensions of experience - historical, racial, socioeconomic, political, gender, linguistic, religious or cultural- that inform their own worldviews and beliefs as well as those of other individuals and societies.</i>	1. Reflection I and Reflection II
2. <i>Students will participate respectfully in different communities such as campus, citywide, national and international groups and recognize and reflect on the issues relevant to those communities.</i>	2Event attendance. 2B. Company & Industry Overview 2C. Option to join professional organization.

### **INTERNSHIP REQUIREMENTS**

Students must work at one or more internship(s) a minimum of 20 hours per week total in order to receive academic credits. **This is a 4 credit course and credit cannot be reduced based on internship hours.**

**Undergrad students will be enrolled concurrently in the non-credit HUB unit SA 330 Study Abroad Internship** through which they will, **on successful completion of the concurrent 4-credit academic internship course, earn 1 Hub Unit in the area of 'The Individual in Community'**. The course *HUB SA 330* does not award credit, but modifies the learning outcomes to facilitate the goals of the Individual in Community unit. Students will see two entries on their transcripts.

**An internship is a SERIOUS commitment.** As an intern, you are a representative of Boston University, and you are expected to exhibit professionalism both on the job and with regard to your academic work. Students are required to submit an Internship Contract at the start of their work.

Before accepting an internship, consider your selection carefully, and discuss it with program staff. Once the internship begins, if you feel unhappy with your internship, discuss your concerns with your internship supervisor, and consult with BULA staff to help you remedy the situation.

If you don't perform at your internship at a satisfactory level or drop out of a committed employment agreement – even if you haven't started your first day there yet – **your grade will be lowered.**

In rare instances of concerns regarding student well-being (e.g. sexual harassment or unsafe working conditions), then notify BULA staff immediately.

## **ACADEMIC ASSIGNMENTS AND GRADING**

All assignments are **due by 11:59pm PT** on the due date. **Upload your assignments to Blackboard.**

### **A) Goals/Internship Agreement (10%). DUE Friday 2/3/23**

- This paper should be 1-2 pages. Please outline your aspirations and goals for this internship and course. You can discuss career, personal and or academic goals. You should use this as part of the platform for your final reflection paper.
- Please discuss how this internship is in line with your academic and professional goals. List 3 tangible goals that you expect to achieve this semester at your internship. Discuss with your internship supervisor.
- Please answer the Internship Agreement questions. Details will be in this assignment on Blackboard. The Internship Agreement is a written agreement between the internship provider and the intern that must be turned in at the start of your internship. It serves as our documentation of your work schedule and hours, and is an opportunity for you to set expectations with your supervisor for your experience at the company.

### **B) Company & Industry Overview (10%). DUE Friday 3/24/23**

Please take 2-3 pages to:

- Tell us about the company/companies with which you are interning.
  - In what sector of the industry does your company operate?
  - What's the history of the company? Founders? Notable projects/clients?
  - Talk about the structure of your company (it's a good idea to include a flowchart)
  - Are they public? Private? Are they part of a vertically integrated company? Do they have a first look deal or collaboration with another company?
  - Discuss a current issue in the industry and how it affects your internship company and how they are responding to it.

### **C) Reflection II Internship Final Paper (10%). DUE Monday 5/05/23**

The Internship Final Paper is the primary academic component of your internship experience. We will be looking for context, clarity, logic, and sound analysis in your paper. Please avoid stream of consciousness writing, poor grammar, and non-academic language (profanity, slang, and unexplained professional jargon). It should be 5-6 pages long (double-spaced, standard margins).

- Include a reflection on your experience as an intern. These observations about your internships can be either positive or negative. Remember that no one at your internship will see your paper, unless you choose to share. Be open in your discussion which should include:
  - Describe what tasks you performed at the internship
  - Describe your career goals and how your internships have affected your preferences
  - Reflect on your professional growth
  - Closing personal statement: What have you learned about the industry and about yourself over the course of the semester? Did the internship spark interest in this or another area of business? Would you recommend a similar experience/internship for future students

**Criteria for grading:**

- Was the assignment completed; length as assigned, timeliness; presentation. Is there organization and logic to the paper? Is there a topic sentence, support for claims, and a conclusion?
- Is there depth to the analysis?
- Was there a personal revelation or discovery? Were there problems in the internship that were discussed; suggestions made for improvement?
- Mechanics of the paper: grammar, spelling, syntax, clear communication, readability

**D) Internship Supervisor’s Evaluation (40%)**

BULA staff will contact your supervisor directly near the end of the semester to solicit an evaluation of your work. If you work more than one internship, then your supervisor evaluations will be averaged.

The intern evaluation form will allow your supervisor to evaluate you based on the following criteria:

- Professionalism
- Initiative
- Resourcefulness / Ability to solve problems
- Following instructions carefully and accurately
- Follow-through on projects from start to finish
- Verbal skills with co-workers and on the telephone
- Dependability
- Ability to meet deadlines
- Writing skills
- Interpersonal skills

**E) Mandatory Event Attendance (30% total)**

Students are **required** to attend (on-time) the events below:

Pre-Arrival Zoom (make-up Quiz)	5%
Orientation & Wellness Workshop	5%
Young Alumni Panel	5%
Professional Workshop I	5%
BU Alumni Panel	5%
Professional Workshop II	5%

**F) Grading Penalties**

- Quitting or being fired from an internship: **minus 5-10 points**, depending on the circumstances
- Late/missing Goals Essay or Company Overview: **minus 1 point per day** after the submission deadline
- Late Internship Final Paper: **minus 2 points per day** after the submission deadline
- Missing Internship Agreement: **minus 4 points off your evaluation for that internship**

**GRADING SCALE**

A 93-100	B- 80-82.99	D 60-69.99
A- 90-92.99	C+ 77-79.99	F 0-59.99
B+ 87.89.99	C 73-76.99	
B 83-86.99	C- 70-72.99	

**Communication:** Students should reach out to faculty & staff via email. Expect a reply within 24 hours, except on weekends. Meetings in the Office are by appointment only. Phone calls and zooms can be arranged as needed. Please do not hesitate to reach out, we're here for you!

**Recording:** Some panel events will be via zoom. Students are prohibited from recording without the express permission of faculty and staff. In some cases zoom events *may* be recorded. Recordings of events may not be reproduced or published on any sites (e.g. youtube).

#### **CAUTIONARY NOTES**

Please also note that repeated absences or routine tardiness will have an adverse effect on your grade. Furthermore, a minimum level of **20 internship hours per week** is required in order to receive credit for this course. Completion of *all* assignments is a basic requirement of this course. Failure to complete any single component of the coursework— regardless of its value within the overall grading structure— will constitute a failure to complete the course as a whole and will result in an “F” for the course. Finally, failure to abide by departmental policy and other misconduct, including cases involving the suspicion of plagiarism, will result in a hearing before the Academic Affairs Committee.

#### **BOSTON UNIVERSITY STATEMENT ON PLAGIARISM**

Academic dishonesty of any kind will not be tolerated. Any kind of academic misconduct (cheating, plagiarism, etc.) will result in the filing of academic misconduct charges. Any suspicious act/material/ etc. will be investigated to the fullest extent possible and those found guilty will be punished accordingly. **BE SURE TO READ AND COMPLY WITH BOSTON UNIVERSITY'S UNIVERSAL ACADEMIC CONDUCT CODE.** It is available at: [bu.edu/academics](http://bu.edu/academics).