



**QUEEN'S  
UNIVERSITY  
BELFAST**

## **STUDY USA**

# **THE UNIVERSITY CERTIFICATE IN AMERICAN BUSINESS PRACTICE**

Information for Outgoing Students

2021-22

## **Introduction**

This booklet has been produced to provide Queen's students, who are participating in the Study USA programme, with a comprehensive outline of information needed to successfully complete the Study USA year and progress to the next step in their career. For some this may be a job, postgraduate study or time out to travel.

This booklet is broken into sections:

### **SECTION 1: Study USA**

This section provides some background information on Study USA (formerly BEI), the purpose of the programme and general information.

### **SECTION 2: Study USA and your Career**

This section provides information on how the programme can help you make decisions about your career, develop the skills employers will expect you to demonstrate at graduate recruitment interviews and provide you with some examples of job areas entered by Study USA/BEI graduates in the past.

### **SECTION 3: The Certificate in American Business Practice**

This section will cover the Queen's requirements governing the award of the Certificate in American Business Practice which is awarded to Queen's students who successfully complete the Study USA year.

*Please read this booklet thoroughly and keep it carefully, as you will need to refer to information within it during your year abroad. This booklet has been written to help you map your Study USA year into a meaningful experience which is a fun and successful programme of education, personal and career development.*

## **SECTION1: STUDY USA (formerly the Business Education Initiative)**

### **1.0 Background Information**

The Business Education Initiative (BEI) began in 1994 when representatives from the Methodist, Catholic, Presbyterian and Episcopalian churches in the USA met with their counterparts in Northern Ireland and developed the BEI programme. The aim was to aid the then fledgling peace process by providing young people access to an international experience in a multi-cultural and multi-racial country. Church support led to affiliated US colleges and universities offering students from Northern Irish institutions a tuition fee waiver and placement on campus for the duration of one academic year.

In the USA the programme received Presidential support from President Bill Clinton and, in the United Kingdom, the government set up a unit within the Northern Ireland Civil Service to develop and manage the programme locally. The programme is currently managed by the Department for the Economy and delivered by the British Council Office in Belfast. Currently, the Department for the Economy pays for one return airfare to the USA, term-time accommodation, meals on campus and a book allowance.

Locally, Queen's was keen to support the BEI and decided to accredit successful completion of the BEI year with the award of the Certificate in American Business Practice and Degree Plus.

In addition, Queen's felt it was important to reciprocate placement exchanges and currently offers 20 non-fee paying semesters per annum to US students from BEI colleges wishing to study at Queen's. This reciprocal scheme is called the Irish American Scholars programme.

From the academic year 2011-12 onwards, the name of the Business Education Initiative (BEI) was changed to Study USA.

A management team consisting of academic, careers and administrative staff was set up to assist Queen's students with their year abroad, the provision of transcripts for use by US colleges and universities, and advise on the development of regulations concerning participation on Study USA and the award of the Certificate in American Business Practice. The names, email addresses and postal addresses for members of the management team can be found on page 17.

### **1.1 What is the purpose of Study USA?**

As stated earlier, Study USA was developed to provide undergraduate students in Northern Ireland with an international perspective gained in an entrepreneurial country. Although the experience is based within educational institutions, the fundamental outcomes were seen to be associated with career and personal development. Students who return from Study USA often comment on how the programme helped them make decisions about their future career. If you make the most of your Study USA year, the programme will help you develop a range of skills and qualities that employers look for when recruiting graduates.

Study USA should, and will be fun, but you should strive to push yourself, challenge whatever comfort zones you have. For example, if you tend to be shy when meeting new people, push yourself to initiate conversations and do not passively wait for someone to come to you.

Economically, Study USA was established as a means of developing young undergraduate talent into skilled, "can-do" graduates who would ultimately become leaders of Northern Ireland businesses. Therefore, the career aspect of the programme has always featured heavily in government thinking both nationally and internationally.

## 1.2 COVID-19

We are currently in the middle of an unprecedented situation with the outbreak of the Coronavirus pandemic across the world. This is an extremely fluid situation. Student safety and wellbeing is the University's first priority and we appreciate your cooperation at this time.

For the 2021-22 academic year, the University is permitting compulsory and optional international placements, subject to the following conditions:

- Completion of a risk assessment process;
- Borders of your host country being open on your placement start date;
- Your host university being able to accept you for in-person or blended learning.

Queen's is continuing to monitor the Foreign, Commonwealth and Development Office (FCDO) travel advice and we would ask that you also do so. Please also ensure that you follow the guidance from the government health agencies in the USA. The [FCDO website](#) provides guidance on travel and health for all countries worldwide, including updates on the coronavirus, and links to the government guidance in those countries. You can subscribe to FCO email alerts for the country you are in via the 'Get email alerts' link on each [FCDO travel advice](#) page. If you are a UK national who needs emergency help from the UK government while overseas, you can contact the [nearest British embassy, consulate or high commission](#) or the [FCDO in London](#) on 0207 008 1500 for help or advice 24/7.

Students are strongly encouraged to get vaccinated against COVID-19 before travelling. Information on the Northern Ireland COVID-19 Vaccination Programme is available on the [Public Health Agency website](#).

The University's insurance provider, UMAL, has advised that Travel and Emergency Medical cover will be available for University-authorized essential travel. However, as COVID-19 is an ongoing event, while medical cover will be provided, there will be no cover for any COVID-related cancellation or disruption. To register for the Queen's Travel and Emergency Medical insurance policy, you should complete the online [Travel Notification Form](#) before travelling. Further information on the policy is available on the [Queen's Insurance website](#) or from the Insurance Team at [insurance@qub.ac.uk](mailto:insurance@qub.ac.uk). In the event of an emergency or if you require emergency medical treatment in your host country, advice and assistance is available from UMAL on a 24hr basis. You should contact UMAL Global Response, as follows: Tel: +44-29-2066 2425, Email: [UMAL@global-response.co.uk](mailto:UMAL@global-response.co.uk). Please quote the Queen's University Belfast reference: UMAL/170.

To help support and keep our students safe, the University has set aside a Contingency Fund from which students on essential study or work placements can receive emergency financial support, in the event that they need repatriation at short notice as a result of the COVID-19 pandemic. For further information, please contact [supportfund@qub.ac.uk](mailto:supportfund@qub.ac.uk), putting '**URGENT COVID-19 Emergency Travel**' in the Subject line. In some circumstances, repatriation of students on the Study USA programme may be supported by the British Council, so it is advisable to contact the British Council Study USA team in the first instance.

## SECTION 2: STUDY USA AND YOUR CAREER

### 2.0 Using Study USA to consider your graduate options

Many students who go on Study USA do not know which career they will ultimately attempt to enter. However, over the course of a year abroad, the majority return to Northern Ireland with ideas they can move forward or discuss with their Careers Adviser at Queen's.

If you are unsure which career you will enter when you graduate, Study USA can help you reflect on what features your ideal career(s) may possess, for example,:

- Do you enjoy business planning, writing reports and documents, preparing presentations?  
*Maybe a policy/strategic career in, for example, management consultancy may suit you?*
- Do you enjoy applying theories to people in the "real world"?  
*Maybe a career in sales, marketing or PR may suit you?*
- Has studying business been interesting but shown you it is not the career area for you?  
*Don't worry as you will be able to apply your knowledge and skills to a wide range of careers in areas such as teaching, academia, social and community work, and media careers.*

Moving your career forward is unlikely to occur just by chance, so you will need to think about the society, culture and education you become exposed to in the US and think about how you are developing as a person, and what you want from your future life once graduated. For example, a career with a high salary but long hours of work or a career with a lower salary with a more immediate impact on society or work-life balance.

Your classes in the USA will help you reflect on your own skills, abilities, aptitudes and help you to consider what you will be looking for in graduate work.

### 2.1 What skills can I develop through Study USA?

Here are some skills which graduate recruiters will expect you to be able to demonstrate when you apply for jobs. Remember, many employers recruit early in final year, so Study USA may be your last chance to develop your employability before you begin applying for graduate jobs. Although some skills, such as technical knowledge, may be specific to a particular career, many are common to almost all sectors of graduate recruitment:

#### Employability Skills

Communication Skills  
Interpersonal Skills  
Organisational skills  
Problem Solving Skills  
Networking Skills  
Negotiation Skills  
Team work Skills  
Leadership Skills  
Numeracy and IT literacy

#### Career Management Skills

Self-Awareness  
Self-Promotion  
Forward Planning  
Managing Change  
Self-Confidence  
Decision-Making  
Self-Reliance

## 2.2 What opportunities are there on Study USA to develop my employability?

Different colleges and universities will provide you with different opportunities - it is your task to seek these out and make the most of them. Remember, an employer will want to know how your US campus benefited from you being there as much as they will want to know about benefits to your own development. Here are a few tips on things you can do:

- Join a club, society or sports team on campus and become involved. Remember, employers are looking to assess the level of impact you have on areas of your life. If nothing on campus interests you, consider starting your own club but remember to get permission from your campus to do so. Some previous students have introduced Gaelic football, soccer, Irish dancing and rugby to US college life. This will help an employer recognise your entrepreneurial attitude, your drive, determination and confidence.
- Some colleges link students to social and educational projects. Examples may be building houses for the homeless under direction from bodies such as Habitat for Humanity or mentoring children in English where this is not their first language. These activities will show employers you are keen to make a difference, motivate and help other less fortunate individuals and work in teams.
- Participate in class as US tutors expect you to give an opinion and you may even find that a percentage of your course mark is allocated to the level of your class participation. This is critical and again, if you can engage actively, you will develop self-confidence, presentation skills, an ability to “think-on-your-feet” and demonstrate to employers that you can organise and present information and persuade others to your opinion.
- Take an opportunity to widen your own horizons and visit, money and Covid restrictions permitting, other areas within the USA. If however, you intend crossing US borders into Canada or Mexico, you need to ensure that US immigration and Covid restrictions will permit re-entry to the USA. Travelling can demonstrate organisational skills or that you are the kind of person who wants to get the most from everything they do.

## 2.3 Sources of careers help available to Study USA students

Given that you will be in the USA, making use of Careers, Employability and Skills facilities at Queen’s is still possible though primarily through electronic means. The Careers, Employability and Skills website ([www.qub.ac.uk/careers](http://www.qub.ac.uk/careers)) will provide you with information on areas such as:

- **Job opportunities**  
Important if you are thinking of arranging a summer placement once Study USA has finished. You can view job listings through your MyFuture account at [www.qub.ac.uk/myfuture](http://www.qub.ac.uk/myfuture).
- **Postgraduate study and funding**  
Remember if you want to apply for postgraduate study in the USA, many scholarships require early application, eg applications for Fulbright Awards must be made early in the second semester of your pre-final year, ie when you are on Study USA. You need to conduct preliminary research in your penultimate year.
- **Applications and interviews**  
Making successful job applications and performing well at interview requires careful planning and preparation. This information will help you in this process.

If you want to match your skills, abilities etc to a range of potential careers, you can do this by accessing websites such as

- i) [www.prospects.ac.uk](http://www.prospects.ac.uk)
- ii) [www.gradireland.com](http://www.gradireland.com)

Either of these tools will help you in making career decisions, sourcing information on specific jobs, finding work experience and placements for graduate careers, as well as considering postgraduate study and funding, nationally and internationally.

## 2.4 Beyond Study USA: Getting a job

Some people do not realise how early in the final year graduate recruitment commences. For example, you may apply for commercial law in England and Wales as early as June of your pre-final year, or for accountancy in September/October of your final year. Many large graduate recruiters close their vacancies during November and December of final year. Therefore, it is important to have a good career plan in place by the end of the Study USA year. Careers, Employability and Skills can help you with this and will also run a half day seminar at the beginning of final year to help you re-orientate yourself to Queen's and to career options.

Here are some examples of careers entered by Study USA/BEI graduates:

Solicitor/Barrister	Accountancy
Export Marketing	TV Presenter/journalist
HR/Finance	Sales and Marketing
Graduate trainees (Civil Service)	Graduate trainees (Health Service)
School teaching	University academic
Charity work	Social work
Armed forces	Police forces
Publicity Officer – Channel 4	

Remember, you will not get a graduate job just because you have gone on Study USA. You must be able to relate how you developed as a person from your Study USA experience, and relate the experience and your skills directly to the job you have applied for.

## SECTION 3. THE CERTIFICATE IN AMERICAN BUSINESS PRACTICE

Queen's University Belfast awards this qualification to Queen's students who successfully complete the Study USA year. Successful completion is defined as:

- Completing the Study USA year of study at an approved US college or university;
- Achieving an overall Grade Point Average (GPA) of at least 3.0 for the Study USA year, and completing the presentations and Personal Development Portfolio required by the British Council;
- Gaining a "pass" in the business project undertaken as part of the Study USA year and marked by a nominated member of staff at Queen's.

### 3.1 The Study USA year and the Queen's academic transcript

Your participation in the Study USA programme will be recorded on your academic transcript. Your transcript will show "pass" where you have met the criteria outlined above or "fail" if you failed to meet one or more of the stated criteria.

### 3.2 The business project

You will need to think of a topic that you can produce a report on. The project is designed to allow you to draw on what you are learning in your business courses and apply theory to a business problem. Examples of some previous project titles are included in Appendix 1 to help you get a sense of the type of project you may do. Remember, if you will be doing an undergraduate dissertation when you return to Queen's, you may wish to use your Study USA project as a pilot study for it. If you intend to do this, please do contact the person likely to supervise your undergraduate dissertation at Queen's for advice and guidance on this aspect of your study.

#### 3.2.1 Your Queen's project Tutor

Queen's will appoint a project tutor who will receive your project outline, provide feedback and ultimately mark your project once submitted to Queen's. It is likely that your project supervisor will be one of the academics from your Queen's School although this may not always be possible. Your project will be in the region of 3000 to 5000 words and must be submitted electronically **in pdf format only** to Queen's Careers, Employability and Skills at **goglobal@qub.ac.uk** by the stated date (see 3.3 below).

The name and contact email for your Queen's tutor will be emailed to you, to your Queen's email account. It is your responsibility to keep in touch with your tutor at Queen's.

The Queen's specifications and marking scheme for the project may be found in Appendices 2 and 3 of this document.

#### 3.2.2 Your US Tutor

It is in your interests to identify a member of staff at your US College who will provide advice and guidance to you on your project. This person may be able to direct you to sources of help and assistance not available or known at Queen's. It is most likely that this person will be a member of academic staff in the business faculty.

To help explain what you need to do for the programme, a letter is available for your use and can be found at Appendix 4. You may decide to use this as a letter of introduction to a potential project mentor. Your US mentor will have no role in marking your project.



### 3.3 Dates and deadlines

Like any formal qualification, there are dates and deadlines you should be aware of and are required to honour.

The first critical date is 1 April 2022 which is the cut off date for your project tutor at Queen's to receive a one-page project outline from you.

The final critical date is 24 June 2022 when you must submit your project electronically **in pdf format only** to:

Global Opportunities Team  
Careers, Employability and Skills  
Queen's University Belfast  
**Email: [goglobal@qub.ac.uk](mailto:goglobal@qub.ac.uk)**

**The 24 June 2022 deadline will be applied rigorously and students who do not meet it will fail the project and the Certificate in American Business Practice. Only pdf files will be accepted.**

Careers, Employability and Skills will acknowledge receipt of your project within 3 working days. If you do not receive an acknowledgement, it is your responsibility to make contact with the office to ensure that your project was received. Full contact details can be found on page 17.

#### 3.3.1 Can the project be resubmitted?

Students who submit their project by 24 June, but who fail to meet the criteria to pass the project, will be given an opportunity to resubmit their work once only. If your project fails, we will notify you by Friday 22 July 2022.

The closing date for re-submitted projects will be Friday 12 August 2022.

### 3.4 Your GPA

Students whose GPA score is below 3.0 during the Study USA year will be required to leave the programme and return home unless there are extenuating circumstances to explain poor academic performance. The British Council will monitor your performance.

Your final GPA score will be sent to Careers, Employability and Skills by the British Council.

### 3.5 Keeping in touch

On your placement commencement date, you will receive an email from us asking you to confirm that you have arrived in the US and requesting that you update your address on Qsis. Your Queen's School may also check in with you by email. Please ensure that you respond to these emails as quickly as possible.

As the situation with COVID-19 continues to change around the world, and for your health and safety, we need to maintain an up-to-date record of the location of our students. If you plan to leave your registered address in your host country/city for an extended period (for example over a holiday period) or if you decide to return home from your placement, please notify the Global Opportunities Team at [globaltravel@qub.ac.uk](mailto:globaltravel@qub.ac.uk). Should you experience problems, please do contact us as soon as possible and do not wait for us to initiate communication with you. Contact details for Study USA representatives at Queen's are given in Appendix 5.

You should also remember to check your Queen's email account regularly because it is this email address we will use when sending you information. Often hotmail and other accounts get "bounced" back to the Queen's sender.

Enjoy your Study USA year and we look forward to hearing about your experiences.

## PROJECTS: LIST OF SUGGESTED TOPICS AND TYPICAL TITLES

### Projects related to internships

- Elder Care Management in the US - A Strategy for Ireland
- Quality Management in Engineering Companies in the US
- Issues in Recruitment and Selection in US Accountancy Firms
- A Critical Evaluation of the Marketing Mix of a US Based Company
- Impact of Technology on Business or Community
- Environment Issues in Business
- A Comparison of US and UK SMEs: Lessons to be Learnt
- Inward Investment Strategies in US
- US Investment Strategies in Europe with particular reference to Northern Ireland
- Arts Marketing
- Approaches to Sports Management in US
- Ethical Issues in American Companies
- Not-for-Profit Marketing/Business: US Experiences (Charities, Community Groups, etc)
- Advertising Strategies in American Companies

### For students not doing an internship

- How do US students fund their way through college education
- A study of the fundraising activities at US colleges/universities
- How the campus cafeteria is managed
- The benefits which accrue to international students on US college/university campuses
- Compare and contrast the differences between education in the US and that in Northern Ireland or the Border Counties of the Republic of Ireland.

### Typical Project titles

The following are some of the projects submitted by Study USA/BEI students in previous years

1. A complete marketing plan for an internet cafe in Roanoke City, Virginia
2. Web Design and Your Business
3. Business and Ecological Responsibility: Global and Local Issues
4. A Marketing Assessment of Mary Baldwin College
5. Management of a small Nature Reserve: Case study of Morrison Knudsen Nature Centre
6. Cash versus Card: Which is the 'smartest' society?
7. Workplace Absenteeism Hits its Highest Level in seven Years
8. The Use of the Internet in the Department of Alumni and Development at Claflin College
9. An Historical Account of EU and US Agricultural Economic Policies
10. Economic Development in Small Communities: A Case Study of LaGrange, Georgia
11. Transportation Comparisons between Indiana and Northern Ireland
12. The Importance of a Human Resource Department within a Business Unit, in particular, a University
13. The Study of College Funding in the US and in Northern Ireland
14. Strategies to Combat the Financial Risk of E-Commerce in the USA. How Ireland can learn from the US Experience

15. An Analysis of Recruitment Procedures in the United States: Finding the Best Alternative
16. Policing in the Community
17. A comparison of the Status of Women in Business: the USA and Northern Ireland
18. The use of Industry and Alumni as a Private Source of Funding for Colleges
19. How to Keep your Employees Motivated: What Northern Ireland can learn from American approaches to Motivation
20. Non-Government Methods Used to Develop the Economy in Southwest Pennsylvania

## Certificate in American Business Practice: Project Specification

### AIMS OF PROJECT

1. To integrate and apply the knowledge and expertise gained during the period of study in the United States on the Study USA programme.
2. To provide an exposure to alternative business cultures and protocols.
3. To provide opportunities to enhance personal development and to establish professional links in the United States.
4. To provide, where appropriate, an opportunity for an in-depth study of a business problem.

### LEARNING OBJECTIVES

1. To examine specific local business practices as a complement to theoretical studies.
2. To develop and enhance information gathering and research skills.
3. To identify examples of best practice, and to highlight those which would be of benefit in Northern Ireland.

### NATURE OF THE PROJECT

The project should be related, where possible, to the business/management modules being studied in your US university/college. Ideally you should examine a business problem or development within the industry or community of the local area in America. If an internship is available at your university/college, it may be beneficial to relate your project to this experience. The project should be problem solving rather than descriptive in nature. It is expected that you will evaluate your findings and recommend realistic solutions to the problem area identified. It would be useful if you were to present examples of best practice within the given topic area and highlight any lessons that can be learnt which would benefit the business environment in Ireland. If you are unable to obtain an internship you may base your project on areas of research within your US college/university.

A list of some examples of appropriate topic areas is given in Appendix 1. This list is not exhaustive and originality in topic selection is encouraged. The list also includes some alternative areas which may be more appropriate if you are unable to gain a business internship.

The project will be written in report format, fully referenced with a bibliography and appropriate appendices. It should be a minimum of 3,000 words and a maximum of 5,000 words.

### PROJECT TIMETABLE

The project may be chosen in consultation with your US college business adviser. The US adviser may advise you on current business practices and issues within the locality. This may assist you in the selection of your topic.

You should submit to your project tutor at Queen's a project outline (normally 1 A4 side) by 1 April 2022 detailing the work you have carried out to date and your future plan of work.

Your final project report should be submitted electronically in pdf format to Careers, Employability and Skills at Queen's by 24 June 2022 (see 3.3 above). Careers, Employability and Skills will forward your project to your project tutor at Queen's for assessment.

### GETTING STARTED

Having selected your topic in consultation with your US supervisors, you will then need to consider the most suitable way of gathering relevant information or data. There are generally two types of information you can gather:

1. Information that already exists in published form (known as secondary data). There is an abundance of secondary data on most topics/subject areas and the best place to start is in the library. In addition, your US supervisor may be able to advise you on other relevant sources of information.
2. Information that you gather for the first time (primary data) based on your contacts with the local industry or community. You can use a variety of methods to collect this type of information, for example, questionnaires, interviews or on-site observations. (Please note, examples of any questionnaire used or lists of interview questions must be appended to your report.) Your US supervisor can give you advice on which method is most suitable.

## REPORT STRUCTURE

The basic structure of your report will be on the following lines:

1. It will have a SUMMARY or ABSTRACT which should be concise and factual. It should run to about 250 words. It should indicate the purpose and intended readership of the reports and should state the main conclusions. Note that this should be written AFTER the rest of the report and should exclude material not in the main body of the report.
2. The main body of the report should be no less than 3,000 words and no more than 5,000 words. The ultimate length will not necessarily reflect the amount of work involved. The aim therefore in writing the report is quality not quantity.

Additional guidelines for the main body of the report are as follows:

- An introduction which outlines the background and scope of your study, indicating the purpose, aims and intended readership of your work.
- A description of the method(s) of approach adopted in the study: This description should include details of the people that you spoke to and in what organisations, why you elected to contact them and a brief outline of the outcomes from these contacts (please note that negative as well as positive outcomes should be included, as the contacts are an important part of the research process and it is the nature of research that it is unlikely that all contacts will prove to be fruitful).
- Results and discussion - use tables and graphs where appropriate.
- Conclusions and recommendations - ideally listed and in concise form.
- Reference section - all the information you use must be properly acknowledged and referenced. Plagiarism will be severely penalised. When referencing, use the Harvard Referencing Method as outlined below:

### **Textbooks**

Author, initial, year of publication, the title (underlined), indication of edition, if appropriate, place of publication, publisher.

Example:

Mullins, L J (1996) Management and Organisation Behaviour 4th Edition, London, Pitman.

### **Journal Articles**

Author(s), initial, year in which article appeared, title of article (in inverted commas), title of journal (underlined), volume number, issue number, month/season, if given, page numbers.

Example:

Thompson, J K and Rehder. RR (1996) 'The Gap Between Vision and the Reality: The Case of Nissan UK', Journal of General Management, Vol 21, No 3, Spring, pp 74-92.

## ASSESSMENT OF PROJECT

Your project will be assessed under the following criteria:

1. Definition of Problem/Topic Area
  - Clear definition and development of problem/topic.
  - Clearly established project objectives.
  - Relevance of subject/topic area to chosen industry or community in local area.
2. Reading and Background Research
  - Evaluation of background to problem/topic.
  - Variety and relevance of published information used.
3. Research Method
  - Appropriateness of chosen data collection technique(s) used.
  - Clear explanation of research technique(s) used.
4. Evaluation of Data Collected
  - Sufficient relevant data collected to satisfy project objectives.
  - Content more than a summary of others work.
  - Evidence of appropriate conclusions and/or recommendations.
5. Presentation and Style
  - Clear, concise and grammatically correct content.
  - Presentation of information in a coherent and readable form.
  - Well structured and organised information.

Your Queen's project tutor will assess your project using the following form (Appendix 3). If you complete your Study USA year successfully you will receive the University's Certificate in American Business Practice.

## CERTIFICATE IN AMERICAN BUSINESS PRACTICE: PROJECT ASSESSMENT CRITERIA

**Name of Student:** .....

These guidelines consist of a series of questions. You are asked to give a Yes, No or Not Applicable (N/A) answer.

### Introduction

- |    |   |     |    |     |
|----|---|-----|----|-----|
| 1. | Are the aims and objectives clearly stated?                           | Yes | No | N/A |
| 2. | Is the relevance of the topic to the local community/area made clear? | Yes | No | N/A |

### Reading and background research

- |    |   |     |    |     |
|----|---|-----|----|-----|
| 3. | Does the project demonstrate adequate understanding of the research area? | Yes | No | N/A |
| 4. | Does the project demonstrate adequate and relevant background reading?    | Yes | No | N/A |

### Research method

- |    |  |     |    |     |
|----|--|-----|----|-----|
| 5. | Has the student used appropriate data collection techniques?                               | Yes | No | N/A |
| 6. | Has the student used appropriate research techniques and explained the techniques clearly? | Yes | No | N/A |

### Evaluation of data collected

- |    |   |     |    |     |
|----|---|-----|----|-----|
| 7. | Has the student collected enough data to satisfy the project objectives?                        | Yes | No | N/A |
| 8. | Has the student used the data to arrive at an original contribution?                            | Yes | No | N/A |
| 9. | Is there evidence of coherent and original thought in the student's interpretation of the data? | Yes | No | N/A |

### Conclusions

- |     |  |     |    |     |
|-----|--|-----|----|-----|
| 10. | Are the conclusions and recommendations appropriate and justified? | Yes | No | N/A |
|-----|--|-----|----|-----|

### Presentation and style

- |     |  |     |    |     |
|-----|--|-----|----|-----|
| 11. | Is the project written in a clear, concise and grammatically correct manner? | Yes | No | N/A |
| 12. | Is the information presented in a logical, coherent and readable form?       | Yes | No | N/A |

**References**

13. Has the student provided an adequate list of references to support the project? Yes No N/A

**RESULT** (*please circle as appropriate*)

**Satisfactory Unsatisfactory**

To obtain a “Satisfactory” result, the student must obtain a minimum of 70% of YES answers after the Not Applicable questions have been eliminated.

Number of questions which are N/A	Minimum Number of YES answers required for Satisfactory
0	9
1	8
2	8
3	7
4	6
5	6
6	the criteria are not appropriate and should not be used
7	“
8	“
9	“
10	“
11	“
12	“
13	“

Note: Students will be given one opportunity to resubmit “unsatisfactory” projects.

**Signed:** .....

**Date:** .....

**Please return to Careers, Employability and Skills by Friday, 15 July 2022.  
Thank you for your support.**



**LETTER TO US COLLEGE STAFF INTRODUCING STUDY USA STUDENT**

Dear Colleague

***Student of Queen's University Belfast***

This letter is being presented by a student from Queen's University Belfast who is spending 2021/22 at your college on a programme called Study USA (formerly the Business Education Initiative or BEI). Your President will have pledged your institution's support to Study USA and that support includes the very generous waiving of tuition fees for our student, for which we are very grateful.

Study USA provides students from third level educational institutions in Northern Ireland with an external perspective through a year-long study placement in a church-related college or university in the US. In Northern Ireland the programme is managed by the government Department for the Economy and delivered by the British Council, which administers various global education programmes. Most essential costs are covered by the programme. The US colleges and universities waive tuition fees for the students and the Department for the Economy pays for most other costs including air fares and housing. The programme is open to students from any academic discipline. While they are in the US they take business-related studies. The intention is that, through this period of study abroad, they will gain confidence, an international outlook, and enhanced business and management skills, all of which will add to their eventual employability.

Students from Queen's who complete the year successfully are awarded the University's Certificate in American Business Practice. Part of the requirement for successful completion of the Certificate is that students undertake a project. Our student may need some guidance about this project and I am hoping that you may be able to help him/her or direct him/her to another colleague who could. Below is some information about the project requirements.

The project requires students to draw on what they are learning in their business studies classes and to apply this to examining a business problem or development within the local industry, economy or community of their US college. In addition, the Department for the Economy is keen for Study USA students to undertake an internship (visa permitting) to gain some work experience while they are in the US and an internship could provide the basis of a project. In some cases students have found scope for projects within their US colleges. The project report has to be aimed at a non-specialist audience and be between 3000 and 5000 words long. The project is assessed by a project tutor here at Queen's. Your role would be to advise the student on the choice of project topic. You may be able to suggest possible sources of projects or you may be able to comment on whether or not a project the student has identified him/herself has enough potential. I do not want to overload you with information here, but the student should be able to show you the project specification and the project assessment criteria.

If you cannot help the student yourself, I would be grateful if you would direct him/her to another colleague who could. We very much appreciate any help you could give to our student.

Yours sincerely

Donna Beckington  
Head of Global Opportunities, on behalf of Study USA Management Group at Queen's

**QUEEN'S UNIVERSITY BELFAST: STUDY USA  
CONTACT DETAILS**

**General Enquiries**

The administration of the Study USA programme at Queen's rests with Careers, Employability and Skills. The contacts are:

**Donna Beckington**

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You should direct enquiries to this office in the first instance.

**The Study USA Management Group at Queens comprises of the following staff:**

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**Business Project Tutor**

Your project tutor will normally be one of the academics from your Queen's School. The name and contact email for your Queen's tutor will be emailed to you, normally by the end of September, to your Queen's email account.