

Business Students' Co-op and Internship Information Use

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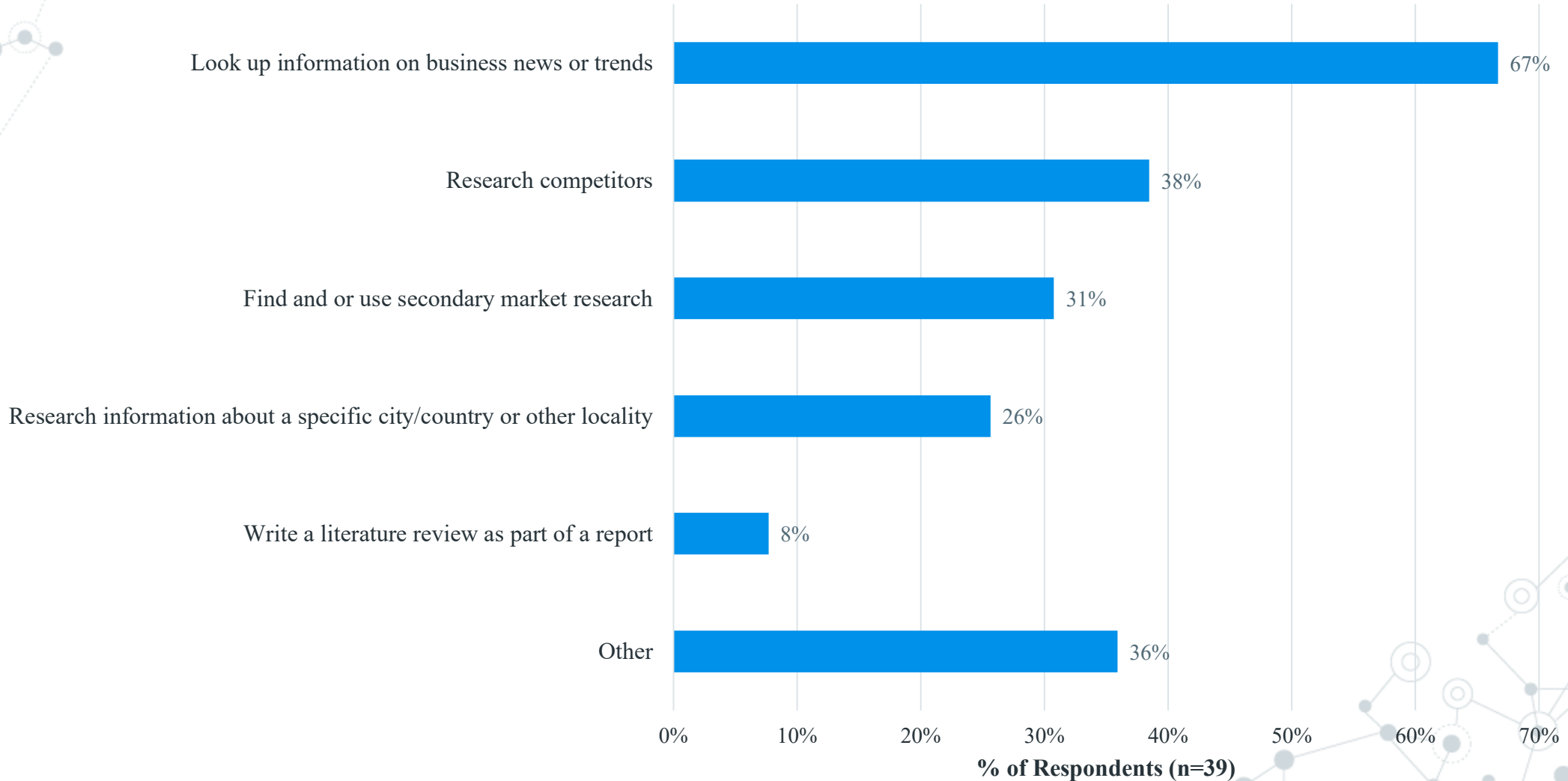
Research Questions

RQ1: What types of information tasks do undergraduate business students complete during co-ops and internships?

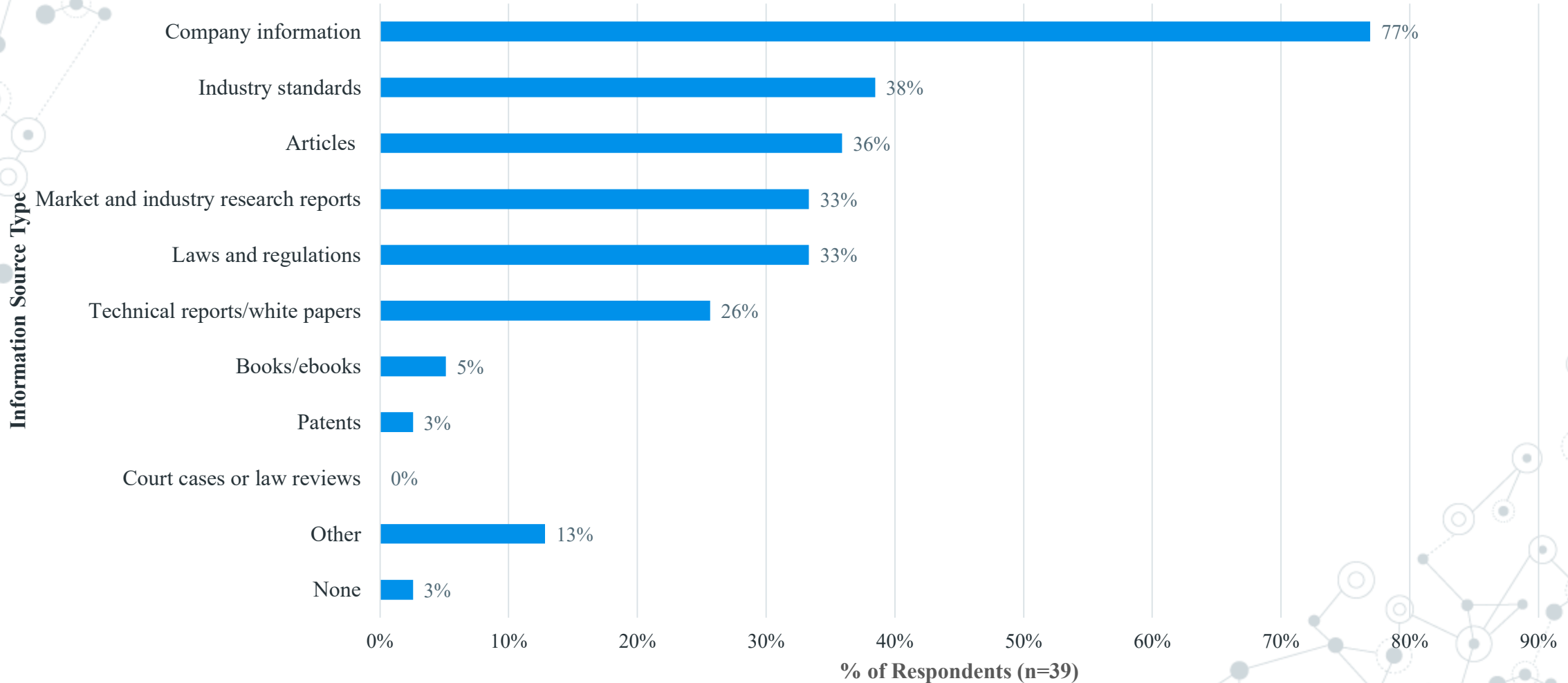
RQ2: What types of information sources do undergraduate business students use during co-ops and internships? How did they first learn about these sources and what is their perceived difficulty in finding these sources?

Information Task(s) Completed During Business Student Internship/Co-op Experiences

Information Tasks



Information Source Type(s) Used During Business Student Internship/Co-op Experiences



Five Most Frequently Used Information Source Types by Major (n=39 responses; 13 respondents selected multiple majors)

Major	#	Company information	Industry standards	Articles	Market & industry research reports	Laws & regulations
Accounting	10	8	6	2	1	6
Supply Chain	9	6	3	2	5	1
Finance	8	6	4	2	4	2
IB & Engineering	6	4	3	2	0	1
Marketing	6	6	1	2	1	2
Management	5	3	1	4	2	2
Non-business*	3	2	1	3	1	1
Economics	2	2	1	1	2	0
MS/MBA	2	2	1	1	2	1
MS HRM	1	0	0	1	0	0

*Non-business included respondents with double majors in a business area and a non-business area (Spanish, communication, or computer science).