

Internship Handbook

**College of Business Administration
Winthrop University**

STUDENT/INSTRUCTOR CHECKLIST

INTERN: _____

COURSE: _____

SEMESTER: _____

INSTRUCTOR: _____

_____ INTERNSHIP AGREEMENT - APPROVED BY INSTRUCTOR OR DEPARTMENT REPRESENTATIVE.

_____ STUDENT RESUME

_____ JOB DESCRIPTION FROM EMPLOYER

_____ OFFICIALLY REGISTERED FOR AN INTERNSHIP COURSE

_____ MEASURABLE LEARNING OBJECTIVES - APPROVED BY INSTRUCTOR AND SUPERVISOR

_____ PROGRESS REPORT 1 (Typewritten)

_____ PROGRESS REPORT 2 (Typewritten)

_____ SUPERVISOR'S FINAL EVALUATION

_____ STUDENT'S FINAL EVALUATION (Typewritten)

_____ TIME SHEETS INITIALED BY SUPERVISOR

_____ INSTRUCTOR'S SITE VISIT AND COMPLETED SITE VISIT FORM

_____ INTERNSHIP JOURNAL (Typewritten)

_____ TERM PAPER

_____ FINAL PRESENTATION

WHAT IS A COLLEGE OF BUSINESS INTERNSHIP?

An internship in the College of Business Administration is an educational strategy that integrates classroom studies with work-based learning related to the student's academic curriculum and/or career goals. It is based on a goal-oriented relationships among the three internship partners: the College, the hiring organization, and the student. At the work site, students engage in a variety of professional work activities designed to provide a total learning experience which meets the student's stated measurable learning objectives. In addition, a classroom component to the internship experience maximizes the benefit to the student. Each individual student's learning process, including both classroom and professional work components, is developed and supervised by a College of Business Administration professor.

PLEASE NOTE WELL: Academic credit is not given for work experience alone. Rather, work experience is combined with related classroom course requirements. Internships in business are based on the principle that learning does not confine itself to academic achievement but is equally dependent upon practical experience.

COURSE REQUIREMENTS

To receive academic credit for an internship, the student must satisfactorily complete the following minimum requirements:

1. Complete the Measurable Learning Objectives
2. Complete 150 hours of satisfactory work experience with an approved employer (200 hours for MBA students)
3. Maintain a daily journal of the work/learning experience while on the job
4. Attend the Internship class meetings as assigned.
5. Receive satisfactory employer evaluations
6. Complete a final paper as outlined in this handbook or as assigned by the Internship Course Instructor
7. Complete a final session with the Internship Course Instructor and/or your Internship Coordinator to make your Internship Presentation.

LEARNING OBJECTIVES

What do we mean by Learning Objectives

Learning Objectives refer to a set of statements which clearly and precisely describe two things which will occur during your internship. The first, the “Activities Objectives” lists what you intend to accomplish for the internship organization during your work term, i.e., the activities which will occur. The second, “Growth Objectives” describes what you will add to your expertise, knowledge, skills and development in this area or how you will be changed by the experience.

How do I develop my Learning Objectives?

Start by reviewing your job, noting areas where you feel you can gain new skills, increase your knowledge and change attitudes and behaviors. It is important that you avoid broad general statements and confine your objectives to those which can be accomplished during a single term.

Activity Objectives

Usually an Activity Objective combines three major variables to form a single sentence. The variables or components are **Activity, Time Frame, and Evaluation**. The *activity* is the expected achievement; the *time frame* is the expected completion date and the evaluation is the stated method of measurement. An example of a written Learning Objective statement would read:

EXAMPLE: By the end of March (**Time Frame**)

I will interview 75% of the incumbents in exempt job positions (**Activity**)
and translate this information into standardized job descriptions (**Activity**).

Note: The **evaluator** of this activity would be your supervisor

A very important element in describing what you will accomplish is often called the ACTION WORD. In the example above, there are two action words used to describe the activity: *interview* and *translate*. It is the action portion of your objectives which are measurable.

Examples of actions words are: *demonstrate, describe, develop, draw, discuss, operate, perform, summarize, recognize, etc.*

Growth Objectives

As you work in your internship position, it is important for you to focus on exactly what skills or areas of expertise you are acquiring. Growth Objectives describe what you will learn or what competencies you will gain from the activities you are engaged in for your internship. The Growth Objectives are especially important when you begin searching for a full-time career position and want to effectively communicate your ability to be an important addition to a hiring firm. Each of your Activity Objectives will ideally lead to a Growth Objective. Thus, for the example Activity Objective above, your Growth Objective might be:

EXAMPLE: I will gain expertise in the development of job descriptions and increase my ability to effectively communicate with an organization's employees.

The following are some important things to remember in developing learning objectives.

- X Generally, students will identify four or five areas of growth based on the various activities they will be involved in for their jobs. This will, however, differ for each student.
- X Make sure your Activities Objectives are as specific and as measurable as possible.
- X Try to confine objectives to those which can reasonably be accomplished during the period
- X When possible, make your objectives quantitative. That is, indicate the level of achievement that you expect to obtain. (EX: increase speed by 25%.)
- X **Note: Your supervisor can help you identify specific areas of growth based on the various activities you will be involved in for your jobs.**

INTERN'S MEASURABLE LEARNING OBJECTIVES

(Please type)

The written objectives should clearly describe what you intend to accomplish during your internship work term. Objectives should be reviewed by your supervisor (who may suggest changes or addition) during the first two weeks of the term and approved later by your Course Instructor.

At the end of the semester, your supervisor will evaluate how well you accomplished each of the objectives.

Activity Objectives

Growth Objectives

Student/Intern Signature

Date

Internship Supervisor Signature

Date

Instructor of Record Signature

Date

TIME SHEET

This record of your work hours will be used to verify that you have completed the total number of work hours needed for academic credit. (Employer supervisor must initial your time sheet each week.)

Intern/Student _____ Employer _____

Term _____

Week of	Time Worked Per Day							Total Hours	Supervisor Initial
	SUN	MON	TUES	WED	THURS	FRI	SAT		

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	SUN	MON	TUES	WED	THURS	FRI	SAT		

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LEARNING JOURNAL

Student interns are required to maintain a daily or weekly journal of their learning experiences. Maintaining a journal will make it easier for you to recall and report on your daily or weekly work experience. In addition, it will help you gain the most from your experience. An acceptable journal entry will comprise of two sections: the Log and Reflection. Each submission should be typed, double-spaced using 12 point font.

Log Section: A job log reports all of the activities that you have done for a specific work period. Logs help professionals evaluate how effectively they use their time. As well, job logs can inform managers about the tasks that engage most of a direct report's time and may have implications for job design. In this case a log is helpful in making sure that you are engaged in activities during this internship that truly further your development as professionals. For each day or week "on the job" the interns should record the following:

- The date and hours you worked
- The activities you completed
- The name of your supervisor of those activities

Reflection Section: The primary purpose of the reflection section is to provide an opportunity for you to integrate your training and practical experience. The reflection section should discuss the activities you did during the work period in terms of how your coursework informs your experience. In this section interns should:

- Described what you learned this day or this week.
 - Identify a significant event or activity that provided a learning experience
 - Explain the event or activity. What happened? Who was involved? What was the problem?
 - Recount how you and the other people in the situation responded.
 - Identify the concepts from the workshop readings and discussion that are relevant to the situation you are describing.
 - Identify any other relevant concepts from your other business courses that apply to this situation.

- Discuss the positive and negative aspects of that day's activities.
 - Identify and explain any effective management techniques observed in this situation.
 - Identify and explain any ineffective management techniques observed in this situation.

It is important that the intern is completely honest in the appraisal of the activities and the learning that are accomplished each day. It is also important that you keep your journal current, i.e., write down things on the day they occur--otherwise they won't make sense or be useful. The journal will be reviewed by your Internship Course Instructor.

THE COURSE TERM PAPER

All students are required to write a Course Term Paper. One of the objectives of the internship is to gain a more thorough understanding of how organizations in this field operate and how your supervisor organizes his/her work. This paper provides an opportunity for students to integrate their coursework into a culminating practical experience. The successful project uses the workshop content and concepts from previous courses to develop a meaningful, substantive analysis of the organization. ***In every section students should conduct a SWOT (strengths, weaknesses, opportunities, and threats) analysis effectively evaluating their organization's performance in each of the content areas. SWOT analyses are informed and substantiated by using concepts interns have studied in their previous coursework and in the workshops.*** For example: a section on organizational culture should include a description of culture based on models the student has studied in previous courses. Students should use external references as well as personal experience to write their project. Finally, the suggested outline of the paper is meant to prompt thinking – not limit it. Please do not confine your project to answering the questions. Go beyond the suggestions written here and explore your topics further.

Suggested Outline of the Paper

- I. The Industry
 - A. Characteristics (You will probably want to briefly describe the overall business of the industry, the number of firms, domestic and global competition, future prospects for the industry.)
 - B. Future of the Industry (You may wish to consider the career opportunities in this industry.)

- II. The Organization
 - A. History
 - B. Characteristics (where the organization is located, the number of employees, the type of business the organization is in, ownership of the organization, etc.)
 - C. Management Structure (You may be able to acquire an organizational chart which shows graphically how the management and functions of the organization are organized.)

- D. Corporate Culture (An understanding of the organization's culture may be obtained from your supervisor, from other employees, and, most importantly, from your own observations.)
- E. Customers which the organization serves. (You may wish to describe the individual consumer market(s) that the organization targets and/or the business-to-business customers. You may also need to specify which are considered primary markets and which are secondary markets.)
- F. Products (You should describe the goods and/or services which the organization provides for its customers. You may also wish to consider how the organization's products are positioned among competing products.)
- G. Strategies (In this section you may wish to discuss the organization's overall growth and development strategy, their focus on and activities in research and development, how the organization's products are distributed, pricing strategies, and how products are promoted to customers and prospective customers. What are the organization's corporate, business, and functional level strategies?)

III. Professionals Employed by the Organization

(In this section you will want to describe the individuals you have come in contact with or know about. What are their job titles? What do they do in their careers? What are their strengths and weaknesses? What is their education and work history?. What special skills do they bring to their jobs? What psychological or personality characteristics seem to be important for success in these careers? How do they feel about their careers--are they happy, feel fulfilled, enjoy their lives, feel appreciated and justly rewarded for their work?)

IV. An Appraisal of the Organization:

- A. From a global perspective.
- B. From an ethical and social responsibility perspective.
- C. In regard to the firm's future in changing environments.

(This section is not a "rerun" of the previous description of the company but should be based on your evaluation informed by what you have learned in your course work and from your understanding of the business world. What do you feel about the organization? How does it fit into a global marketplace? Should there be more or less emphasis on

ethical behavior and social responsibility? Are there aspects of the organization which you feel are limiting their potential?)

V. Conclusions and Recommendations

Here you may wish to describe your overall perspective on the organization and what changes you would recommend. Some areas you might want to consider are the overall organization, the department where you were employed, the activities of people you worked with, the overall structure of the organization, corporate culture, or any of the areas discussed previously in this paper.

The quality of this section is completely dependent on the rigor of the analyses performed in the previous sections. If your analysis is shallow, your recommendations will be shallow also. Substantive recommendations can only be made if the analysis is meaningful and the product of a considerable thought.

VI. Learning Through the Internship Experience

(Here you may wish to review your learning objectives, your journal entries, or the actual work you have completed to summarize exactly what you have learned. What knowledge have you acquired? What expertise or competencies have you gained? How have you been changed by the internship experience?)

VII. Overall Perspective

Here is the place for your final perspectives on the internship experience. Has it met or exceeded your expectations or not? Have your career goals been changed or reinforced by the experience? Has the internship experience made you examine and evaluate your course work differently? Knowing what you know now, what would you have done the same and what would you have done differently in your life as a university student? What would you advise other students in an internship program? What would you say to freshmen entering Winthrop because of this experience? What would you tell other students who want to enter a career in this industry? How would you feel about a full-time career with this organization?)

INTERNSHIP PROGRESS REPORT 2

(To Be Filed at the Completion of 2/3 of the Internship Period)

INTERN'S STATEMENT

Intern's Name _____

Report # 2 Covering the period from _____ to _____
(date) (date)

1. Describe what you did during this period.

2. Describe what you learned during this period.

Intern's Signature _____ Date _____

EMPLOYER'S STATEMENT

Please comment on the intern's work during this period

Supervisor's Signature _____ Date _____

FINAL EVALUATION OF STUDENT INTERN

A major benefit of the internship experience for the student is the opportunity to receive a critical evaluation of their strengths and weaknesses and to receive recommendations for improvement. Please arrange a meeting with your intern at least one week before the end of the term to complete this form and discuss the intern's performance. Your intern will not receive credit until this form is completed and returned.

Intern _____ Date _____

Employer _____ Supervisor _____

Please rate the intern on the following characteristics by checking the box which most represents your evaluation.

Characteristics	Excellent	Above average	Average	Less than average	Poor	No Opportunity to Evaluate
Maturity						
Dependability						
Attendance and punctuality						
Quality of work						
Ability to learn						
Resourcefulness						
Accepts responsibility						
A positive work attitude						
Professional behavior and Appearance						
Can work independently						
Can work with others						
Can work under pressure						
Has good speaking skills						
Has good writing skills						
Has good listening skills						
Understands good business Practice						

2. What additional comments would you like to make about the intern's work characteristics?

3. What are the intern's greatest strengths?

4. What does the intern need to work on improving?

5. What suggestions do you have for improving Winthrop's College of Business Administration internship program?

THANK YOU!

INTERN'S FINAL EVALUATION OF INTERNSHIP EXPERIENCE

*An essential part of a successful internship program is providing students with high quality internship experiences. In order to maintain this quality it is imperative that we receive feedback from our student interns. Please complete this confidential form and return to the Internship Coordinator in the College of Business Administration. **You will not receive credit for this course until this form is completed and returned.***

Intern _____ Date _____

Employer _____ Supervisor _____

1. Please rate the internship experience on the following characteristics by checking the box which most represents your evaluation.

How do you rate	Excellent	Above average	Average	Less than average	Poor	No Opportunity to Evaluate
Your immediate supervisor						
Your co-workers						
Your opportunity to learn new skills						
Your opportunity to learn about the organization's overall operations						
<i>How well the internship experience made use of what you have learned in your business courses</i>						

2. What were the greatest benefits you received from this internship?

3. What were the biggest problems you encountered in this internship?

4. Did this internship meet your expectations? Explain.

5. What suggestions do you have for improving Winthrop's College of Business Administration internship program?

THANK YOU!