Instructor: Ms. Kehaya Wescott, Internship Coordinator
Office: Koury Business Center, Room 106A
Phone/E-mail: 336.278.6065
Office Hours: M-F 9:00 – 12:00; 3:00 – 5:00 (unless out of office)

Required Materials: Access to Blackboard

Prerequisites: Appropriate placement must be arranged by the student with the assistance and support of the LSB Internship Coordinator, the Elon Career Center, and other appropriate resources.

*Elon University Academic Message:*
An Elon student’s highest purpose is Academic Citizenship: giving first attention to learning and reflection, developing intellectually, connecting knowledge and experiences, and upholding Elon’s honor codes.

**COURSE DESCRIPTION:**
An internship experience provides the student with an opportunity to explore career interests while applying knowledge and skills learned in the classroom in a work setting. The experience also helps students gain a clearer sense of what they still need to learn and provides an opportunity to build professional networks.

**LEARNING GOALS:**
The internship will provide students with the opportunity to:

- Gain practical experience within the business environment.
- Acquire knowledge of the industry in which the internship is done.
- Apply knowledge and skills learned in the classroom in a work setting.
- Develop a greater understanding about career options while more clearly defining personal career goals.
- Experience the activities and functions of business professionals.
- Develop and refine oral and written communication skills.
- Identify areas for future knowledge and skill development.

**BLACKBOARD CLASSROOM:**
The Blackboard site is the classroom for this course. Course information and assignments can be found there, and your completed assignments submitted there. Forms that require a signature must be scanned, faxed, mailed, or hand-delivered (i.e. Memorandum of Agreement).
COURSE CREDIT:

Students must be properly registered, have their tuition paid, and complete the following number of work hours to receive course credit for their internship.

1 hour of credit = 40 hours of work
2 hours of credit = 80 hours of work
3 hours of credit = 120 hours of work
4 hours of credit = 160 hours of work

ASSIGNMENTS AND GRADING:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Pre-Internship Quiz</td>
<td>5%</td>
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<tr>
<td>Memorandum of Agreement</td>
<td>5%</td>
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<tr>
<td>Organizational Introductory Paper</td>
<td>10%</td>
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<tr>
<td>Reflective Journal Assignments</td>
<td>10%</td>
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<tr>
<td>Internship Experience Report, Resume, And Internship Time Verification</td>
<td>40%</td>
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<tr>
<td>Evaluations</td>
<td>10%</td>
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<tr>
<td>Presentation/Final Class</td>
<td>20%</td>
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EXPECTATIONS:

To receive credit for the internship, you are required to register for the course and pay the required tuition/fees, complete all assignments and turn them in by the deadline, and present yourself in a professional manner at all times. You are responsible for all materials and announcements related to the course. Additionally, you are representing yourself, the Love School of Business and Elon University as an Elon intern at the organization. Please keep in mind that you are expected to:

1. Arrive at work as scheduled, ready to work, and stay for the agreed upon time
2. Present yourself in a professional manner at all times, including being appropriately dressed for your workplace
3. Communicate any concerns with your supervisor and the internship coordinator in a timely manner and respectfully
4. Demonstrate enthusiasm and interest in what you are doing; ask questions and take initiative as appropriate
5. Complete and submit assigned tasks by designated timelines. Meet all deadlines
6. Participate in assigned meetings at work and with the internship coordinator when you return to Elon
7. Keep track of and accurately report internship hours worked

ACADEMIC INTEGRITY STANDARDS:

Students engaging in activities that violate the Honor Code will be subject to the appropriate penalty for the infraction. Typically, the minimum penalty will be a grade of “0” on the examination or assignment. All examinations, papers, and other graded work products and assignments are to be completed in conformance with the Elon University Honor Code.

SPECIAL NEEDS:

If you require accommodation (e.g., chronic illness, pregnancy, learning disability, religious holiday), please notify the internship coordinator and your supervisor as soon as possible so that the instructor can determine
appropriate modifications to the course schedule, due dates, or work arrangements.

ASSIGNMENTS:

Include the following information on all assignments:
NAME, COMPANY NAME, ASSIGNMENT, DATE

1. Pre-Internship Quiz……………………………………………………………………………… 5%
The quiz will examine your knowledge and comprehension of the internship course as well as the expectations and overall guidelines of a successful internship.
Due Date: Summer Session I - June 7; Summer Session II July 15

2. Learning Objectives and Memorandum of Agreement…………………………………… 5%
This memo is a collaborative effort between you and your supervisor and outlines the five main learning objectives for your particular internship. Appendix A provides information on writing your learning objectives and a sample memorandum of agreement.
Due Date: Second Friday of internship.

3. Organizational Introductory Paper…………………………………………………………10%
This assignment provides the student with an opportunity to learn about the organization as a whole and his/her role within the organization. Appendix B provides additional information about this assignment.
Due Date: Third Monday of internship at noon.

4. Reflective Journal Entries…………………………………………………………………… 10%
An excellent way to process what you are learning during your internship is to write about your experiences on a regular basis. Appendix C provides a guide for preparing your journal entries. The number of entries required depends on the number of credit hours you are receiving (e.g., the more credit hours, the more journal entries expected). In preparing the entries, practice effective business communication (e.g., spelling, grammar, conciseness).
Due Date: Equally distributed over course of your internship (see Appendix C for more information)

5. Internship Experience Report and Updated Resume………………………………………..40%
The Internship Experience Report provides an opportunity for you to reflect on your entire internship experience. This report should summarize what you learned, assess how successful you were in achieving your Learning Objectives, and highlight any other insights about the organization, industry, or career field. This assignment requires inclusion of an updated resume that includes your internship experience. Appendix D contains additional detail about the preparation of this report.
Due Date: One week after end date of internship.

6. Evaluations………………………………………………………………………………………..10%
Internships completed for credit require participation in the web-based LSB Internship Evaluations designed for supervisors and students. Information about these evaluations will be e-mailed to students and supervisors near the end of the internship. Students are required to submit their evaluation and supply contact information to ensure their supervisor receives the evaluation to complete.
Due Date: Within one week after end date of internship.

7. Presentation/Final Class…………………………………………………………………………20%
Students will present their work in a mandatory class session scheduled at the start of the fall semester after you complete your internship. You will do a presentation during this class session. The 3-5 minute presentation will summarize salient elements of the internship experience. Appendix E describes the expectations for this assignment.
Due Date:  Monday August 29th, 2011 (Day before the first day of class)

<table>
<thead>
<tr>
<th>SUMMARY OF ASSIGNMENTS</th>
<th>DUE DATE</th>
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<tr>
<td>Submit:</td>
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<tr>
<td>• Pre-Internship Quiz</td>
<td>Summer I-June 7</td>
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<td></td>
<td>Summer II-July 15</td>
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<tr>
<td>• Learning Objectives and Memorandum of Agreement</td>
<td>Second Friday of internship</td>
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<tr>
<td>• Organizational Introductory Paper</td>
<td>Third Monday of internship</td>
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<tr>
<td>• Reflective Journals Entries</td>
<td>Spread equally across your internship</td>
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<tr>
<td>• Internship Experience Report and Resume</td>
<td>Within seven days after the end date of internship</td>
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<tr>
<td>• Evaluations : Self and Supervisor</td>
<td>Within seven days after the end date of internship</td>
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<tr>
<td>• Presentation/Final Class</td>
<td>Monday, August 29, 2011</td>
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APPENDIX A: LEARNING OBJECTIVES and MEMORANDUM OF AGREEMENT

PURPOSE OF LEARNING OBJECTIVES:

Learning Objectives are statements that clearly define what you intend to learn during the semester. Since the internship is an academic, course credit is awarded for learning activities, not just for working. The objectives should help the student, the Site Supervisor, and the Internship Instructor evaluate the learning progress at the conclusion of the experience. Learning Objectives should not try to cover all aspects of the internship, but rather focus on select areas that you will be exposed to throughout the internship. Each Learning Objective should involve new learning, expanded growth, or improvement on the job. Furthermore, the outcomes should benefit both you and the organization.

GUIDELINES FOR WRITING LEARNING OBJECTIVES:

Please follow the guidelines to write your Objectives. You will be required to rewrite the Learning Objectives if they don’t follow the guidelines. A rewrite must be submitted within 24 hours after notification or you will receive a 5 point deduction for every day that the rewrite is late.

As note, writing the Learning Objectives is a collaborative effort between the student and the Site Supervisor. Both parties must agree on the objectives and consider the tasks that are necessary to accomplish them. A minimum of five (5) Objectives are required, however you can list and complete a maximum of seven (7) Objectives. Include the Learning Objectives as part of the Memorandum of Agreement. The signed Memorandum is due to the Internship Instructor no later than the second Friday after the start of the internship.

Each Learning Objective must be specific, measurable, limited to a single definite result, and have a completion date within the time period of the internship. A measurable Learning Objective is a statement that clearly and precisely describes what it is that you intend to accomplish by performing a task(s).

When developing the Learning Objectives:

- Avoid broad and general objectives; make them specific and as measurable as possible
- The objectives should be realistic considering the time constraint. How will I accomplish this objective (be specific)?
- What knowledge (be specific) do I want to acquire during this internship?
- What do I want to understand at the conclusion of this experience?
- What new skills do I want to master as a result of the internship?

The following are examples of tasks or goals; they are not Learning Objectives:

- I want to work on PowerPoint presentations.
- I want to answer questions about various programs offered.
- I will become an “organizational specialist.”
- I want to undertake projects that enable me to gain further experience in sales.
- I want to participate as a team member in day to day office tasks.
- I want to be the best intern so that they’ll offer me a job!
- I want to attend client meetings.
- I want to have fun.
Examples of strong **Learning Objectives** are:

- I want to improve my skills with the Bloomberg financial software by learning how to monitor certain asset classes through shadowing my supervisor and gaining hands-on experience.
- I want to network and establish professional contacts in the fashion industry by attending PR events and attending client meetings.
- I want to learn how to address buyers’ questions relating to commercial real estate by accompanying a Licensing Associate during a property viewing.
- I want to learn the editorial process of magazine publishing by attending staff meetings and shadowing the Chief Editor.
- I want to become proficient in Microsoft Excel by creating financial spreadsheets to be used to conduct company financial analyses.
- I want to develop better people skills and learn how to establish a strong financial advisor relationship by attending client meetings and listening to phone conversations.

**Grading of Learning Objectives:**

Satisfactory assessment of the Learning Objectives is based on:

- Expressing what you plan to achieve throughout the internship and how it will be accomplished,
- Effectively relating academic learning to the internship experience,
- Adherence to the writing guidelines for Learning Objectives,
- Completing the assignment on time.
Memorandum of Agreement

To:

From:

Date:

Re:

This memorandum serves as an official agreement between my internship supervisor and me. We have agreed that I will be working for [name of company] in [city, state/country]. My supervisor is [name, job title]. My internship job title is [internship job title]. The internship dates are [start date] through [end date].

The primary learning objectives for this internship are:

1.

2.

3.

4.

5.

____________________________________   ______________________________________
Student Signature                      Supervisor Signature

____________________________________   ______________________________________
Date                                    Date
APPENDIX B: ORGANIZATIONAL INTRODUCTORY PAPER

PURPOSE OF ORGANIZATIONAL INTRODUCTORY PAPER:

An Organizational Introductory Paper describes the organization as a whole and your place within it.

GUIDELINES FOR WRITING ORGANIZATIONAL INTRODUCTORY PAPER:

Please follow these guidelines. Late papers will not be accepted. The student will be required to rewrite the paper if they do not adhere to the guidelines. Rewrites must be submitted within 24 hours after notification or the student will receive a 5 point deduction for every day that it is late. The Organizational Introductory Paper is due on the third Monday of the internship.

The Organizational Introductory Paper should be a maximum of two (2) pages, typed and double-spaced, with Arial font, 1” margins, and 12 point type. This paper must address the topics below, and use “headings” to divide each topic within your paper (i.e., Mission; Client/ Customers; Products/ Services; Key Personnel; My Exposure):

• The mission and type of industry of the organization
• The clients/customers of the organization
• The product/service of the organization
• The key individuals with whom you will be working
• Areas of the organization to which you will be exposed

GRADING OF ORGANIZATIONAL INTRODUCTORY PAPER:

Satisfactory assessment of the Organizational Introductory Paper is based on:

• Comprehensive background knowledge relating to the internship organization (i.e. Mission/Industry, Clients/ Customers, Products/ Services, etc);
• Clear understanding of your role/responsibilities, and that of others you will be working with;
• An understanding of what you will experience throughout the experience;
• Adherence to the writing guidelines for Organizational Introductory Paper;
• Timely completion.
APPENDIX C: REFLECTIVE JOURNALS

PURPOSE OF REFLECTIVE JOURNALS:

The Reflective Journals are the primary place for demonstrating meaningful reflection as you address the Learning Objectives; resolve problems and challenges, and document observations and feelings relating to your internship. The goals of the reflective journal are:

- To provide a forum for deep reflection on the internship experience (i.e. observations, projects/ tasks, challenges, etc.);
- To provide an opportunity to highlight the progress towards achieving the intern’s Learning Objectives;
- To provide a venue for the Internship Instructor’s constant monitoring, coaching, and assessment of the internship experience.

GUIDELINES FOR WRITING REFLECTIVE JOURNALS:

The following guidelines will be strictly enforced. Late papers will not be accepted. The student will be required to rewrite the journal if they do not adhere to the guidelines. Rewrites must be submitted within 24 hours after notification or the student will receive a 5 point deduction for every day that it is late. Reflective Journals should be a maximum of one (1) page, typed and double-spaced, with Arial font, 1” margins, and 12 point font. The journal must address the topics below, and use “headings” to divide each reflection topic within your journal (e.g., Specific Tasks; Learning Objectives; Challenges & Resolutions):

- Specifics about jobs/tasks/projects accomplished, and how classroom knowledge has helped?
- Progress towards achieving Learning Objectives; what did you learn and how did you learn it?
- Problems encountered with job assignments or work environment, and efforts towards resolution.
- Description about what is most impressive about your internship to date.
- Expectations for the following weeks.

Tip: It is recommended that you keep a daily log that documents your experience. Set aside at least 20 minutes, preferably at the same time each day, to write. Make writing in the journal a “habit” or the weeks will fly by and you will have little record of your experience for future reflection. Consider addressing the following questions on a daily basis:

- What did I learn today?
- What challenges or frustrations did I encounter today?
- How did I use critical thinking or problem-solving to address this issue?

Please make certain that the Internship Instructor receives the journal at the scheduled times.

GRADING OF REFLECTIVE JOURNALS:

The Reflective Journals are worth 10% of the total grade. The number of journal entries you must submit is tied to the number of credit hours you are receiving for the internship and should be equally spread out over the time you are doing the internship. For instance, if you are receiving two hours of internship credit and working from June 16–July 29, you would be required to do four journal entries spread over the eight weeks of work: June 17, July 1, July 15, and July 29.
1 semester hour credit = 2 Reflective Journal Entries
2 semester hours credit = 4 Reflective Journal Entries
3 semester hours credit = 6 Reflective Journal Entries
4 semester hours credit = 8 Reflective Journal Entries

Note: Please include an interview with a professional from your field of interest as one of your required journal entries. Develop a set of questions that will provide you with the information about the professional such as:

- What are the most important knowledge, skills, and abilities needed by someone in this field?
- What would good entry-level jobs for gaining experience to become [fill in name of job title of person you are interviewing]?

Satisfactory assessments of the Reflective Journal Entries are based on:

- Evidence of thoughtful reflection, critical thinking, problem solving, complex interpretation;
- Consistent reference toward achieving your Learning Objectives;
- Demonstrated awareness of self in the work environment and the role of others;
- Adherence to the writing guidelines for Reflective Journals and timely completion.
APPENDIX D: INTERNSHIP EXPERIENCE REPORT AND UPDATED RESUME

PURPOSE OF THE REPORT:

The final paper provides an opportunity to reflect on the entire internship experience. The report should summarize your learning, assess overall success in achieving your Learning Objectives, and highlight any additional insights about the organization, industry, or career field. The goals of the report are:

- To provide an opportunity for the student to reflect on and synthesize the full experience, and to analyze personal and professional effectiveness;
- To facilitate closure of the internship experience.

GUIDELINES FOR THE REPORT:

The following guidelines will be strictly enforced. Late papers will not be accepted. Students will be required to rewrite the final paper if they do not adhere to the guidelines. Rewrites must be submitted within 24 hours after notification or the student will receive a 5 point deduction for every day that it is late.

The Report should be a maximum of five (5) pages, typed and double-spaced, with Arial font, 1” margins, and 12 point type. The final paper must address the topics below, and use “headings” to divide each reflection topic within your paper (e.g. Company’s Strengths & Opportunities; Learning Objectives; Challenges & Resolutions):

The final paper must include an Introduction of your paper as well as:

- **Company’s Strengths & Opportunities**
  - Your observations of the company’s strengths and opportunities
  - Your perceived strengths and opportunities
  - What was your biggest challenge during this internship?

- **Learning Objectives**
  - **List of each Learning Objective** and discuss the extent to which the objective was met as well as the tasks you did to accomplish the objective.
  - If an objective was not accomplished, then an explanation should be provided as to why, and what was accomplished in place of that objective.
  - What would you have done differently in order to accomplish an objective that was not met?

- **Challenges & Resolutions**
  - What skills do you wish you had acquired before beginning this internship that would have made it easier for you to complete assigned tasks?
  - How were you able to apply classroom knowledge to your internship experience?

- **Reflection**
  - How can you (or other interns) utilize this experience when re-entering the classroom or workplace?
  - What characteristics would the ideal intern possess to excel at this internship site?
  - How has this internship solidified or changed your career focus?
GRADING OF INTERNSHIP EXPERIENCE REPORT:

Satisfactory assessment of the Final Reflection Paper is based on:

- Demonstrated ability to synthesize and analyze the experience;
- Demonstrated awareness of self as an experiential learner;
- Adherence to the Final Paper guidelines.

UPDATED RESUME:

Include a copy of your updated resume with your internship experience listed.
APPENDIX E: INTERNSHIP FINAL PRESENTATION- Elevator Pitch Evaluation Form

Student Intern: ____________________________
Internship Site: __________________________
Faculty Evaluator: __________ Time: ________ KOBC __________

Prepare a 3-4 minute elevator pitch/presentation about your 2011 summer internship experience. You should address the following (three or more) questions as you embark in a conversation with the CEO of a Fortune 500 company.

1. What did the internship entail?
2. What types of projects did they work on?
3. As result from their internship, what did they learn about themselves/industry?
4. Are they interested in the field in which they interned?
5. What academic courses assisted in their success of the internship?
6. What would they have done differently before the start of their internship?

Please rate the students on the following: (1 being the lowest and 5 being the highest)
1. The student’s posture, confidence, tone and dress (business casual).

   1  2  3  4  5

2. The student’s overall description of their internship.

   1  2  3  4  5

3. The student’s overall accomplishments during the internship.

   1  2  3  4  5

4. The student’s knowledge of the industry in which they interned.

   1  2  3  4  5

Note: Business casual will be accepted.
Internship Time Verification Document

This document serves as the official internship time verification for proof of hours completed at my internship. As an intern with [name of company] in [city, state/country], I have completed [number of internship hours] for [# of registered credit hours].

Print Name [intern] ________________________________
Signature [intern] ________________________________
Date _________

Print Name [supervisor] ___________________________
Signature [supervisor] ___________________________
Date _________