



College of Business
EMPLOYER *INTERNSHIP*
GUIDE



TENNESSEE
STATE UNIVERSITY

College of Business

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Write Your Signature on the World!

A Message from the Dean



The College of Business internship experience is designed to reinforce and enhance the theoretical knowledge students receive in the classroom with practical on-the-job experiences that afford students the opportunity to both apply and observe many of the tools, principles, and practices they have learned. Simultaneously, the internship program provides businesses with an intelligent talent pool of innovative thinkers who have fresh new perspectives and are eager to demonstrate their analytical, communication, decision-making, and technical skills.

We realize that a successful internship will give students the opportunity to not only obtain a real world experience in their chosen field, but also the chance to create possible future opportunities in the company in which they intern. Therefore, the College of Business is committed to the success of our interns and we guide them throughout their internship placement period.

This *Employer Internship Guide* has been prepared to acquaint employers with the objectives, expectations, policies, and requirements pertaining to our student interns receiving academic credit for the internship experience. Should you have any questions or concerns regarding the College of Business Internship Program, please refer to the contact information contained in this document.

I thank you so very much for considering our students for internship opportunities with your organization. Our achievement, focused students are anxious to become savvy global business leaders and to fulfill our College charge... "Write Your Signature on the World!"

Sincerely,

Dr. Millicent Lownes-Jackson

Dr. Millicent Lownes-Jackson
Dean

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INTERNSHIP PROGRAM OVERVIEW AND PROCEDURES

The primary objective of College of Business Internship courses is to reinforce and enhance the theoretical knowledge received in the classroom with practical on-the-job experiences. With the completion of the lower division foundation courses, students have an opportunity to both apply and observe many of the tools, principles, and practices learned in the classroom in a real-world business, industry, or governmental setting.

Process for Recruiting an Intern

The College of Business (COB) utilizes the following process to assist employers interested in recruiting highly qualified candidates for internship positions.

- Step 1: The employer should provide a detailed job description that may include: (a) a brief organizational description, (b) position title, (c) skills & qualifications required or preferred, (d) duties and responsibilities, (e) work hours per week, and (f) start/end dates of the internship.
- Step 2: The employer may advertise the position using one or more of the options indicated below:
- Option A: Attend a career fair hosted by the COB Office of Experiential Learning and Career Engagement and/or the University's Career Development Center.
 - Option B: Distribute flyers to the COB Director of Experiential Learning and Career Engagement, department chairs and to places where students seek information about internships.
 - Option C: Conduct informational sessions with students coordinated by the COB Office of Experiential Learning and Career Engagement at the Avon Williams Campus.
- Step 3: Review student resumes submitted by the COB Office of Experiential Learning and Career Engagement.
- Step 4: Set up interviews with students through the COB Office of Experiential Learning and Career Engagement

For more detailed information concerning the COB recruitment of interns, contact:

Trena Barksdale, Director
College of Business Undergraduate Studies
Tennessee State University
College of Business
330 10th Avenue North, Suite H408
Nashville, Tennessee 37203-3401
Phone: (615) 963-7138; Fax: (615) 963-7139; E-mail: tbarksdale@tnstate.edu

Internship Guidelines

The following are guidelines that should govern each internship position:

- Provide an internship that affords students the opportunity for career exploration and development as well as a chance to learn new skills.
- Provide a true and meaningful career-related experience that enhances academic learning and serves as a link between classroom learning and practical application.
- Provide opportunities that involve students in decision making and hands-on practice.

Opportunities not considered an internship are:

- Positions consisting primarily of clerical tasks. The internship should comprise no more than 10% of such tasks.
- Positions that provide little or no opportunity for students to gain practical experience that complement their academic learning.
- Positions with little or no training, guidance and supervision.
- Positions that are classified as volunteer.

Employer Responsibilities

It is the responsibility of the host organization to provide interns with the following:

1. A position description that describes the internship. The host organization must complete and submit the *Internship Verification Form* which requires the job description as well as learning and experiential outcomes to be derived by the student intern.
2. An orientation for the student to the work site. Introduce the student to the organization, the employees, the physical layout, and the order of responsibility. Inform the intern of the (1) organizations' general philosophy and procedures of operation and (2) rules and expectations of the internship position.
3. A mentor/supervisor to guide the student during the internship experience that will oversee and evaluate the student's performance and offer constructive feedback.

Internship Verification Form

Once an intern has been hired, the employer/host organization must complete the Internship Verification Form and submit it, along with a copy of the duties and responsibilities that the intern is expected to perform, to the COB Director of Experiential Learning and Career Engagement (see form on page 11).

Employer Evaluation of Student Performance

An essential part of the internship is the employer's evaluation of the intern's job performance. The direct supervisor is asked to evaluate the intern's communication, problem solving and technical skills as well as their ability to work in a team environment, their initiative, dependability, ability to learn, and the quality of their work. The employer's evaluation counts for 60% of the internship course grade. (See evaluation form beginning on page 13).

Internship Course Requirements for Students

Those students enrolled in an internship course for academic credit are required to complete the following.

- **Internship Orientation.** The orientation is scheduled during the first week of September in the College of Business and is designed to help prepare students to make the most of the internship experience. The orientation will entail a discussion of course requirements and business behavior along with related available student resources. The orientation is open for **employers** to attend and/or provide any resources for their interns.
- **Internship Course Final Report.** Upon completion of the internship, the student must submit a written report to the course instructor on the last day of class. The "Format for Internship Final Report" on page 7 of the *Employer/Student Internship Guide* provides students with guidelines for the report.
- **End-of-Semester Presentation.** Along with the internship written report, students are required to present orally, the information discussed in the report at the end of the semester in accordance with the internship timeline (see page 4). **Employers** are cordially invited to attend the presentation that is held in the College of Business.
- **Student Evaluation of Internship.** The student will evaluate their experience at the conclusion of the internship period. Students will be asked to assess the value of the internship and to make recommendations that may improve the quality of the internship experience.

Additionally, students must work at least 15-20 hours per week on an approved internship throughout a full academic semester or a minimum of 20 hours per week throughout the summer.

INTERNSHIP CHECKLIST

Unless otherwise stated, the following information and/or tasks are to be completed and submitted to:

Reta Wilmore, Director
 Experiential Learning & Career Engagement
 Tennessee State University
 College of Business
 330 10th Avenue North, Suite H409
 Nashville, Tennessee 37203-3401
 Phone: (615) 963-7170; Fax: (615) 963-7139; E-mail: rwilmore@tnstate.edu

	<i>Description</i>	<i>Timeline</i>
	Employer Evaluation of Student Performance	During mid-term and one week before the end of the internship semester. The form must be completed by the host organization.
	Internship Application and Approval Form	Prior to the start of the semester in which the internship will take place.
	Internship Final Report	Last day of class. Final Report must be submitted to the course instructor.
	Internship Orientation	First Friday in September
	Internship Verification Form	Prior to the start of the semester in which the internship will take place. The form must be completed by the host organization.
	Oral Presentation	Last day of class. Presentation schedule (actual date, time, and location) will be arranged by the course instructor.
	Student Evaluation of Internship Experience	Last day of class



INTERNSHIP COURSE REQUIREMENTS

The following pages contain the student requirements for completing an internship course which includes the course description, objectives, required text, and criteria for evaluating the written report and oral presentation.

INTERNSHIP COURSE REQUIREMENTS

Internship Course Description

College of Business internships are designed to provide students supervised practical learning experiences in government, business or industry. Formal proposals, project objectives, and learning plans must be reviewed and approved by the Department Chair. Student activity and progress are monitored, evaluated and graded by an assigned full-time faculty member.

Course Objectives

By the completion of the Internship, each student will demonstrate:

1. Successful completion of his/her goals as determined by the Internship Supervisor;
2. A working knowledge of the profession;
3. Skill in composing and writing a formal report that illustrates effective use of information sources and appropriate documentation formats;
4. Effective oral presentation skills appropriate for business audiences; and
5. The ability to successfully complete all requirements and assignments specified in the Student Internship Guide.

Required Text

Students may choose one (1) of the following texts for course readings and are required to notify the course instructor of selection:

- "What is Global Leadership?" by Ernest Gundling, Terry Hogan, and Karen Cvitkovich
- "David and Goliath" by Malcolm Gladwell
- "Outliers" by Malcolm Gladwell
- "Multipliers" by Greg McKeown, Liz Wiseman
- "Who Moved My Cheese?" by Spencer Johnson
- "Start Where You Are" by Chris Gardner

Course Requirements

1. Students must work at least 15-20 hours per week on an approved internship throughout a full academic semester or a minimum of 20 hours per week throughout the summer.
2. Students must submit, before the beginning of final exams, a report of approximately 10 typewritten pages in length describing the business or service of the sponsoring firm or agency, their responsibilities as a student intern, and a general overview of accomplishments, new knowledge acquired and any problems encountered during the internship period. The intern is also expected to highlight key concepts and new knowledge acquired as a result of reading the selected course text.
3. A written evaluation of the intern's performance must be submitted by the internship supervisor at mid semester and before the beginning of final exams.
4. A brief oral presentation (5-7 minutes in length, including Q&A) about the internship experience must be presented during the period of final exams. A PowerPoint presentation is required.
5. The student intern is required to professionally and confidentially perform defined duties and report to the COB Department Chair or Director of Experiential Learning & Career Engagement any job related internship problems or concerns.
6. The intern must complete and submit the intern feedback form with their final paper.

Internship Grade Distribution

The student's final grade for the Internship course will consist of the following:

Evaluation from Internship Supervisor	60%
Student's Final Report	30%
Oral Presentation	<u>10%</u>
Total	<u><u>100%</u></u>

The following grading scale will be used to administer letter grades.

90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
59 and below	F

FORMAT FOR INTERNSHIP FINAL REPORT

Written Report

Write a 10-page typewritten report in which you describe the business or service of the sponsoring firm or agency, your responsibilities as a student intern, and a general overview of accomplishments, new knowledge acquired and any problems encountered during the internship period.

The report must be written in APA format using Arial 12 font, double spacing and should include the following:

- Cover page
 - Student name
 - Company Name/Address/Telephone/E-mail
 - Name and Title of Supervisor
 - Date
- Table of contents with page numbers (bottom center of page)
- Reference page
 - Use APA style to cite references.
 - References should be placed on a separate page appropriately titled.

The report itself should be doubled spaced and should be presented in the following format:

- I. Executive Summary
- II. Background of Host Organization
- III. Business Operations—Secure ALL permissions and information releases prior to writing your report.
 - a. SWOT Analysis
 - b. Organizational Structure
 - c. Marketing Strategy
 - d. Competitive Strategy
- IV. Responsibilities as a Student Intern
 - a. Duties
 - b. Accomplishments
 - c. New knowledge acquired
 - d. Problems encountered
 - e. How internship experience impacts your current choice of career
- V. Brief Summary of Required Textbook
 - a. Explain how the book helps your career development

Criteria for Evaluation of Written Report

	Poor	Fair	Good	Excellent
Sentence Structure	Unclear, incorrect, and/or ineffective sentence structure	Simplistic and/or awkward sentence structure	Organized and complex sentence structure that has some stylistic variation	Sentence structure is varied in composition and length
Grammar & Spelling	Multiple grammatical, spelling and stylistic errors	Some errors in grammar, spelling and/or format that do not interfere with clarity	Few grammatical, spelling and/or stylistic errors	Nearly error-free which reflects clear understanding and thorough proofreading
Vocabulary	Apparent confusion with the use of language	Simplistic and/or unclear language	Effective language	Rich and precise language
Organization of Paper	Weak organization of ideas	Somewhat unfocused and/or unclear	Logical organization of ideas	Careful and relevant organization of ideas

Oral Presentation

You are required to present your report to the class using PowerPoint slides on the first day of finals. The oral report should be 5-7 minutes. The content of your slides should provide detailed background information about the host organization and its business operations as well as your responsibilities and duties as an Intern.

Criteria for Evaluation of Oral Presentation

	Poor	Fair	Good	Excellent
Attention to Audience	Did not attempt to engage audience	Little attempt to engage audience	Engaged audience and held their attention most of the time by remaining on topic and presenting facts with enthusiasm	Engaged audience and held their attention throughout with creative articulation, enthusiasm, and clearly focused presentation
Clarity	No apparent logical order of presentation, unclear focus	Content is loosely connected, transitions lack clarity	Sequence of information is well-organized for the most part, but more clarity with transitions is needed	Development of thesis is clear through use of specific and appropriate examples; transitions are clear and create a succinct and even flow
Creativity	Delivery is repetitive with little or no variety in presentation techniques	Material presented with little interpretation or originality; includes sound that improve the content or 'feel' of the presentation	Some apparent originality displayed through use of original interpretation of presented materials; includes either a working video or audio clip	Exceptional originality of presented material and interpretation; includes working video and audio clips
Speaking Skills	Monotone; speaker seemed uninterested in material	Little eye contact; fast speaking rate, little expression, mumbling	Clear articulation of ideas, but apparently lacks confidence with material	Exceptional confidence with material displayed through poise, clear articulation, eye contact, and enthusiasm



INTERNSHIP FORMS

The following pages contain the required internship forms with instructions for submission. The forms are also available in hard copy in the COB Office of Experiential Learning and Career Engagement, on the College of Business website and electronically.



Internship Application and Approval Form

Directions: Students must mail, fax, e-mail, or hand-deliver the completed form, along with a resume, at the start of the semester in which the internship will take place.

Reta Wilmore, Director
Experiential Learning & Career Engagement
Tennessee State University
College of Business
330 10th Avenue North, Suite H409
Nashville, Tennessee 37203-3401
Phone: (615) 963-7170; Fax: (615) 963-7139; E-mail: rwilmore@tnstate.edu

Student Name: _____ "T" Number: _____

Course Number: _____ Internship Semester & Year: _____

Local Address: _____

City: _____ State: _____ Zip Code: _____

E-mail Address: _____ Phone: _____

Internship Host Organization Information

Host Organization: _____

Host Site: _____

Host Site Supervisor: _____

Title: _____ Phone: _____ E-mail: _____

Signatures

I, _____, agree to represent Tennessee State University's College of Business in an exemplary, professional manner and to guard all business information I am exposed to with the highest degree of confidentiality.

Applicant Signature Date

Departmental Approval: This internship has been approved for appropriateness to receive academic credit in the above indicated course.

Department Chair Date



Internship Verification Form

Directions: This form is used to verify that you have offered an internship to the student indicated below. Please provide a copy of the duties and responsibilities that the intern is expected to perform, along with the expected learning and experiential outcomes.

Reta Wilmore, Director
Experiential Learning & Career Engagement
Tennessee State University
College of Business
330 10th Avenue North, Suite H409
Nashville, Tennessee 37203-3401
Phone: (615) 963-7170; Fax: (615) 963-7139; E-mail: rwilmore@tnstate.edu

Student/Intern Name: _____ Semester: _____

Host Organization: _____

Host Site: _____

Host Site Supervisor: _____

Title: _____ Phone: _____ E-mail: _____

Please submit the following documents along with this signed form:

- Job description for Internship position.
- Learning and experiential outcomes to be derived by the student intern.
- Work schedule for student/intern, including starting and ending dates.

We ask that host organizations consider the following when structuring an internship experience for students:

- The provision of meaningful internship experiences for students.
- The provision of direction and a supportive learning and working environment for interns.
- Maintenance of open communication with the intern and internship coordinator.
- Submission of evaluation forms at mid-term and at the end of the semester.

Host Site Supervisor: _____ Date: _____



Student Evaluation of Internship Experience

Directions: Students must submit to the course instructor on the last day of class, along with the final written report.

Tennessee State University
College of Business
330 10th Avenue, North, Suite K4
Nashville, Tennessee 37203-3401

Student Name: _____ “T” Number: _____

Course Number: _____ Internship Semester & Year: _____

Host Organization: _____

Host Site Supervisor: _____

Please respond to the following:

1. How meaningful was this internship to your career and professional development?
2. Do you feel you were lacking specific skills and/or knowledge? If yes, please explain.
3. What academic background or courses have proved helpful in performing your internship?
4. What do you consider the most outstanding aspects of this internship?
5. What do you consider the least valuable aspects of this internship?
6. Please provide recommendation(s) that could improve the quality of the internship experience.
7. Overall, how would you rate your internship experience using the scale below?

5	4	3	2	1
Outstanding	Better Than Expected	Meets Expectations	Less Than Expected	Poor



Employer Evaluation of Student Performance

Directions: Evaluator must mail, fax, e-mail, or hand-deliver the completed form during mid-term and one week before the end of the internship semester.

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Experiential Learning & Career Engagement
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330 10th Avenue North, Suite H409
Nashville, Tennessee 37203-3401
Phone: (615) 963-7170; Fax: (615) 963-7139; E-mail: rwilmore@tnstate.edu

Student Name: _____

Period Covered by Evaluation: _____ Mid-Internship _____ Final Evaluation

Job Title: _____ Date of Evaluation: _____

Host Organization: _____

Host Site: _____

Host Site Supervisor: _____

Please provide your evaluation of this student's performance or skill level in each of the areas listed on this form. The evaluation should be made with care and fairness for the interest of the student. Reflect carefully upon the person's work and make an honest judgement of the qualities of the student. This evaluation is to be made twice during the Internship, and each evaluation should be shared with the student. Your discussion of the evaluation with the student, especially at mid-Internship, is an opportunity to enhance the student's personal and professional growth, based upon the feedback.

On a scale of 1-5, please evaluate the intern's performance and skill level in each of the following areas.

5	4	3	2	1	N/A
Exceptional	Above Average	Average	Limited	Lacks this skill	

Communication Skills

- _____ Demonstrates oral communications skills required for the job
- _____ Writes clearly and concisely
- _____ Is willing to speak up, communicate information and ask questions
- _____ Listens to feedback and works to improve

Problem Solving/Decision Making Skills

- _____ Analyzes situations and takes appropriate action
- _____ Offers creative solutions to problems
- _____ Collects and analyzes information relevant to completing a task and establishes a course of action within the given timeframe
- _____ Resolves problems in an appropriate timeframe

Teamwork

- _____ Establishes rapport and credibility among team members
- _____ Shares information and resources with others
- _____ Assists and cooperates with co-workers
- _____ Demonstrates willingness to put forth extra time and effort
- _____ Assumes appropriate leadership role(s)

Self-Management

- _____ Produces high-quality, accurate work
- _____ Seeks new strategies when current approach is not effective
- _____ Displays good judgment and establishes priorities
- _____ Uses time effectively
- _____ Demonstrates ethical behavior
- _____ Arrives on time and maintains agreed hours

Initiative

- _____ Seeks opportunities to learn
- _____ Takes initiative to complete a task, even if not specifically told to do so
- _____ Acts decisively on critical issues
- _____ Overcomes obstacles and problems
- _____ Sets and communicates goals; follows up with results

Technical Skills

- _____ Possesses the technical skills required for this position
- _____ Is willing to learn new skills and enhance existing technical skills
- _____ Uses appropriate technology for tasks
- _____ Uses technology to perform effectively

Please discuss whether this student successfully completed the learning objectives/goals.

Rate how prepared the student was with coursework.

- } very prepared
- } somewhat prepared
- } not at all prepared

How would you assess the overall value of this intern to your organization?

- } very valuable
- } somewhat valuable
- } very limited value
- } no value

How would you assess the intern's overall performance?

- } outstanding
- } above average
- } satisfactory
- } below average
- } unsatisfactory

How did the intern most improve his/her skills? In what areas did you notice the most learning?

In what areas does the intern still need to improve?

Signatures:

Host Supervisor/Evaluator: _____ Date: _____

Student/Intern: _____ Date: _____

COB Department Chair: _____ Date: _____

*Write Your Signature on the World!
Start Preparing Today.*

The College of Business
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Avon Williams Campus
330 10th Avenue North
Nashville, Tennessee 37203

Undergraduate Program:

Phone: (615) 963-7121

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