

# College of Business STUDENT INTERNSHIP GUIDE







College of Business





# 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.

As an intern, you will be guided and educated in all aspects of a career field and given the opportunity to experience

practical applications of your analytical, communication, decision-making, and technical skills. A successful internship will give you the opportunity to not only obtain a real world experience in your chosen field, but also the chance to create possible future opportunities in the company in which you intern.

We are committed to your success as a College of Business student and intern. This *Student Internship Guide* has been prepared to assist students in understanding the objectives, expectations, policies, and requirements that must be fulfilled in order to have a successful internship experience and to receive academic credit.

Should you have any questions or concerns regarding the College of Business internship course offerings, please refer to the contact information contained in this document.

I wish you tremendous success in all of your experiential and career endeavors.

Sincerely,

Dr. Millicent Lawnes-Gackson

Dr. Millicent Lownes-Jackson Dean



330 Tenth Avenue North, Suite K Nashville, TN 37203 615-963-7121 www.tnstate.edu/business



The College of Business is uniquely poised in the heart of downtown Nashville as a strong, robust, and expanding educational, entrepreneurship and research engine, positively impacting the entrepreneurial and economic tapestry of Nashville, the State of Tennessee, and the world. Through innovative teaching, research focused on contemporary business concepts, and a culture anchored by a commitment to service and life-long learning, the college's approximately 900 undergraduate and graduate students are prepared by a dedicated and culturally diverse faculty for global economic success.

# The TSU College of Business Story...

- ◆The first business school in Nashville to earn dual accreditation from the most prestigious accrediting body for business schools in the world, the Association to Advance Collegiate Schools of Business (AACSB International).
- ◆ Selected by the Nashville Scene Magazine in 2012 as one of the top 3 MBA Programs in Nashville. The TSU MBA offers concentrations in:

Accounting
Management of Information Systems
Finance
Supply Chain Management

- ◆Internationally recognized faculty, all holding doctorate degrees, published more than 400 scholarly works within the past 5 years.
- ◆Two distinguished endowed Chairs of Excellence in Accounting and Banking & Financial Services.
- Approximately 900 Students from 24 states and 10 countries.
- ◆ The College has strong corporate and business leadership support through our 6 boards of advisors.

- ◆Bachelor of Business Administration Degree in:
  Accounting
  Business Administration
  Business Information Systems
  Economics and Finance
- New Undergraduate Concentrations in: Hospitality Management International Business
- Globally recognized Supply Chain Management undergraduate and graduate programs.
- ◆ Collaborative MBA program with Tianjin Polytechnic University in China.
- Global experiential learning opportunities as well as personalized attention and intensive professional development programming for students.
- ◆ The College edits, publishes, and distributes an international scholarly publication, The Journal of Developing Areas.
- ◆The College has a state-of-the art Financial Trading Room.

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College of Business



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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.

# **Internship Requirements**

Students must meet the following requirements to complete an internship:

- Internship hours must be performed during the duration of the semester in which the student is enrolled in the course. Internships from prior semesters will not be accepted.
- 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.
- A maximum of six credit hours earned in business internship and independent study courses (combined) may be applied to degree requirements.
- Approval by the appropriate department chair or COB administrator is required to enroll in an internship course.
- The internship must take place in an office setting. Students cannot telecommute or work from a home setting.
- The company must be willing and able to evaluate the student's performance using a survey distributed by the College of Business—Center of Experiential Learning & Career Engagement Office.
- The internship cannot consist of door-to-door selling or pure cold calling.
- The internship can only include 10 percent clerical work.
- Students cannot intern for a family member.
- Students cannot intern at their own business.

### Responsibilities

You have many responsibilities as an intern. Meeting your responsibilities will be factored heavily in your internship grade and may determine whether you are offered a job as a result of your internship. There is never any promise of a job from your internship, however, when offers are made, it is often because of the sense of responsibility and job performance on your internship.

## **Internship Orientation**

The orientation is scheduled during the first week of September and is designed to help prepare students 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. It's important to remember that internships are an academic related experience and regular communication with the faculty and the director of Experiential Learning & Career Engagement will help you benefit from the internship experience.

## Student Evaluation of Internship

It is important that you take time to evaluate your experience at the conclusion of the internship period. Worthwhile learning can take place during this period of reflection, as you mull over the tasks you have performed, the working relationships that you have developed, aspects of the career field which you find compelling or uninteresting, and assess your ability to handle the job and its related responsibilities.

# **Employer Evaluation of Student Performance**

An essential part of your internship is your employer's evaluation of your job performance. Your direct supervisor is asked to evaluate your communication, problem solving and technical skills as well as your ability to work in a team environment, your initiative, dependability, ability to learn, and the quality of your work. The employer's evaluation counts for 60% of your grade for the internship.

#### **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 internship guide provides students with guidelines for the report. As stated in the instructions, the student should address the following:

- The background of the host organization;
- The business operations of the host organization (i.e., SWOT analysis, organizational structure, marketing strategy, and competitive strategy);
- Responsibilities as a student intern (i.e., duties, accomplishments, new knowledge acquired, problems encountered, and how experience impacts your current choice of career); and
- Brief summary of selected text.

# **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).

# **INTERNSHIP CHECKLIST**

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

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

<b>√</b>	Description	Timeline		
	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 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 course instructor.		
	Student Evaluation of Internship Experience	Last day of class		

## 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:

60%
30%
10%
100%

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

90 – 100	Α
80 - 89	В
70 – 79	С
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.
  - o 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**

<u>Directions</u>: 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.

Attention: 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

Student Name:			"T" Number:
Course Number:		_ Internship Sem	ester & Year:
Local Address:			
City:	State:	Zi	p Code:
E-mail Address:		Phone: _	
Internship Host Orga	nization Inforr	mation	
Host Organization:			
Host Site:			
Host Site Supervisor: _			
Title:		Phone:	E-mail:
Signatures I, College of Business in a I am exposed to with the	n exemplary, pro	ofessional manner ar	ent Tennessee State University's and to guard all business information
Applicant Signatu			Date
Departmental Approval: academic credit in the ab			ed for appropriateness to receive
Department Chai	r		Date



## **Internship Verification Form**

<u>Directions</u>: 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.

Attention: 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

1 110110: (010) 000 1 100; 1 ax. (010)	, ooo r roo, E maii. taantoaan	
Student/Intern Name:		
Host Organization:		
Host Site:		
Host Site Supervisor:		
Гitle:	_ Phone:	_ E-mail:
Please submit the following documents  ➤ Job description for Internship po  ➤ Learning and experiential outco  ➤ Work schedule for student/internship	osition. mes to be derived by the st	udent intern.

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.



# **Student Evaluation of Internship Experience**

<u>Directions</u>: 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 10<sup>th</sup> Avenue, North, Suite K4 Nashville, Tennessee 37203-3401

St	Student Name:	"T" Number:
Cc	Course Number: Internsh	ip Semester & Year:
Hc	Host Organization:	
Ho	Host Site Supervisor:	
Ρle	Please respond to the following:	
1.	1. How meaningful was this internship to your ca	areer and professional development?
2.	2. Do you feel you were lacking specific skills ar	d/or knowledge? If yes, please explain
3.	3. What academic background or courses have internship?	proved helpful in performing your
4.	4. What do you consider the most outstanding a	spects of this internship?
5.	5. What do you consider the least valuable aspe	cts of this internship?
6.	<ol><li>Please provide recommendation(s) that could experience.</li></ol>	improve the quality of the internship
7.	7. Overall, how would you rate your internship e	xperience using the scale below?

3

Meets

Expectations

2

Less Than

Expected

1

Poor

4

Better Than

Expected

Outstanding



# **Employer Evaluation of Student Performance**

<u>Directions</u>: Evaluator must mail, fax, e-mail, or hand-deliver the completed form during midterm and one week before the end of the internship semester.

Attention: Trena Barksdale, Director
College of Business Undergraduate Studies
Tennessee State University
College of Business

330 10th Avenue North, Suite H408 Nashville, Tennessee 37203-3401

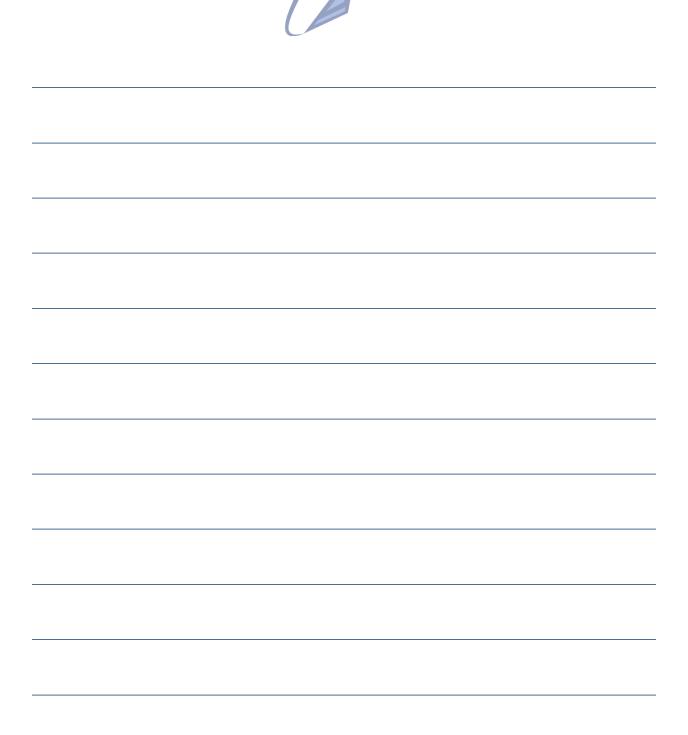
Phone: (615) 963-7138; Fax: (615) 963-7139; E-mail: tbarksdale@tnstate.edu

Student Name:	·				
Period Covered	d by Evaluation	n:N	1id-Internship		_Final Evaluation
Job Title:			Date of Eva	aluation:	
Host Organizat	ion:				
Host Site:					
Host Site Supe	rvisor:				
listed on this for student. Reflect qualities of the evaluation shows student, especial professional gro	m. The evaluati carefully upor student. This e all be shared ally at mid-Interweth, based upor 1-5, please eva	ion should be menthe person's evaluation is to library with the studer nship, is an opposite the feedback.	ade with care ar work and make be made twice o nt. Your discuss portunity to enha	nd fairness for e an honest during the In sion of the e ance the stud	each of the areas of the interest of the judgement of the ternship, and each evaluation with the lent's personal and evel in each of the
5	4	3 Average	2 Limited	1 Lacks this skill	
Communication	on Skills				
Writes o Is willing	learly and con to speak up,	cisely	kills required for information and prove	•	ns

# **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.				
<ul><li>{ } very prepared</li><li>{ } somewhat prepared</li><li>{ } not at all prepared</li></ul>				
How would you assess the overall value of this intern to your orga	anization?			
<ul><li>{ } very valuable</li><li>{ } somewhat valuable</li><li>{ } very limited value</li><li>{ } no value</li></ul>				
How would you assess the intern's over performance?				
<ul> <li>{ } outstanding</li> <li>{ } above average</li> <li>{ } satisfactory</li> <li>{ } below average</li> <li>{ } unsatisfactory</li> </ul>				
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:				
	Data			
Host Supervisor/Evaluator:	Date:			
Student/Intern:	_ Date:			
COB Department Chair:	_ Date:			

# STUDENT NOTES





# Write Your Signature on the World!











#### **BBA**

With Concentrations In:

- General Business
- Hospitality Management
- Human Resources Management
- Marketing
- Management
- Supply Chain Management
- Economics
- Finance
- International Business

#### **Minors:**

- Entrepreneurship
- International Business
- General Business

#### **MBA**

General Business MBA or specialized concentrations in:

- Accounting
- Finance
- Management Information Systems
- Supply Chain Management

#### **MBA Accelerated**

General Business MBA completed in 12 months via weekend classes and online summer courses.

# Our Signature Reads...

- The first business school in Nashville to earn dual accreditation from the most prestigious accrediting body for business schools in the world – AACSB International
- Internationally recognized faculty
- An enrollment of 900 students from 24 states and 17 countries
- Selected by Nashville Scene magazine in 2012 as one of the "Top 3 MBA Programs" in Nashville, Tennessee
- Two distinguished Endowed Chairs of Excellence Accounting and Banking & Financial Services
- Globally recognized Supply Chain Management Program
- State-of-the-art financial trading room
- Dynamic corporate relations, including six active advisory boards of corporate leaders
- Publisher of the international scholarly publication, Journal of Developing Areas

# Tennessee State University College of Business Accommodates Working Professionals.

Graduate courses are offered during the evenings and on the weekends at the downtown campus in traditional face-to-face, hybrid, and fully online formats. Many undergraduate courses are also offered in the evening and online.

#### **General Contact:**

The College of Business Tennessee State University 330 10th Avenue North Nashville, TN 37203

## **Undergraduate Program Inquires:**

Phone: (615) 963-7121 Email: cobinfo@ tnstate.edu/business http://www.tnstate.edu/business

#### **Graduate Program Inquires:**

Phone: (615) 963-7295 Email: mba@ tnstate.edu http://www.tnstate.edu/mba



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

# Undergraduate Program:

Phone: (615) 963-7121 cobinfo@tnstate.edu
http://www.tnstate.edu/business

# Graduate Program:

Phone: (615) 963-7295 mba@tnstate.edu http://www.tnstate.edu/mba

