REAL 344 01: REAL ESTATE INTERNSHIP
SYLLABUS: SUMMER 2022

Meeting Times: Online
Location/Room: Online

INSTRUCTOR:
Kenneth W. Soyeh, Ph.D.
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Office Hours: Tuesdays & Thursdays via Zoom: 1:00PM – 3:00 PM or by appointment.

PREREQUISITES:
Junior rank or higher, declared major or minor in the School of Business. See School of Business coordinator for more details.

COURSE DESCRIPTION:
The purpose of academic credit internships is two-fold. Not only are you performing tasks for your experience provider and learning about the field in a “real world” setting, but there is also a component requiring the intellectual study of real estate. An internship is a supervised learning experience guided by your “Learning Contract” that requires reflection of the correlation between the skills and concepts you have studied in the classroom and the practice and application of them in a professional environment.

To this end, there are certain academic requirements associated with the internship, and it is your responsibility to fulfill these requirements according to the deadlines established by the School of Business and your faculty supervisor. Simply performing well on the job will not guarantee you an “A” for this course. For that, you are expected to go above and beyond the basics.

Please note that this is a self-directed course of study designed to help prepare you for the professional world.

TIME MANAGEMENT IS YOUR RESPONSIBILITY:
This is an essential skill set for any professional. You need to plan and be sure to meet all of the deadlines for this course. There are some requirements that your experience provider needs to help you with so be sure to remind them that you have a few deadlines. The executive interview, your midterm evaluation and the final evaluation may be the hardest to set up so do not wait until the last minute to create the meetings. Try to set the appointments up well in advance of the due date. This interview can be with your supervisor, but you can also use the opportunity to request an interview from someone more senior in the organization.

Your grade is based on the academic work you are submitting versus as well as the evaluation of your supervisor. Do not discount the importance of submitting your work on time and presenting your work in a professional manner.

SCHOOL OF BUSINESS LEARNING GOALS:
The School of Business Through the successful completion of this internship, the student will address the following School of Business Learning Goals. Remember, you have chosen three of
these goals so please emphasize those in your weekly journals.

COMMUNICATION SKILLS: Students demonstrate the ability, both written and spoken, to effectively present, critique, and defend ideas in a cogent, persuasive manner.

QUANTITATIVE FLUENCY: Students demonstrate competency in logical reasoning and data analysis skills.

GLOBAL AND CIVIC RESPONSIBILITY: Students able to identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students also be able to integrate knowledge and skills in addressing these issues.

INTELLECTUAL INNOVATION AND CREATIVITY: Students demonstrate their resourcefulness and originality in addressing extemporaneous problems.

SYNTHESIS: Students demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and off-campus settings in the completion of complex and comprehensive tasks.

COMMUNICATION CLASS CLIMATE:
The best way to contact me with personal questions/issues is via my email at soyehkw@cofc.edu. An online meeting can be scheduled by appointment via Zoom or Skype if there is the need. I will usually try to respond within 24 hours on weekdays. I may not be able to respond to your email within 24 hours on weekends. Be sure to read all emails from myself or Mr. Werkheiser from the Student Success Center.

RE强行x HOURS:
All School of Business interns are required to adhere to the internship beginning and ending dates on their approved learning contract unless other arrangements have been made. A minimum of 150 hours of experience is required during the full summer term: May 16, 2022 – August 10, 2022. Please do not get fired. This will have an impact on your grade. Time spent on journal entries and other assignments for the class do not count towards the 150 hours. Ideally, you will spend a minimum of 11 weeks on-site or working remotely due to COVID-19 and work at least 14 hours per week with your experience provider. You may not work four 40-hour weeks. The purpose of spreading the internship over a semester is to have you experience the workflow of an office environment. End-of-semester tasks, for example, are often quite different from the work you will be doing at the beginning of the semester. Completion of the following assignments is the basis for earning your grade and getting college credit for this internship experience:

1. Weekly Journals: Students are required to keep a weekly journal identifying course concepts as applied in the workplace. The journal must be typed and submitted via the OAKS drop-box for the course by midnight on Mondays, beginning May 23, 2022. Late entries will receive a 5-point deduction. Entries submitted after each Wednesday will receive a “zero.”

The format/content for the journals is as follows:

- Name
- Experience provider
- Name of experience provider supervisor
- Week of
• Hours worked for the week
• Hours worked to date
• Descriptions of
  o Tasks performed for the week with results
  o Workplace observations – thoughts on how things could/should run or how situations could have been handled differently
  o Workplace activity (what is going on in the office)
  o Reactions to events taking place in the office
  o How classroom concepts are applied in the work environment
  o What you are learning from the experience

Important note: Please submit your journals comprehensively with the most recent week’s entry as the first entry in the document, followed by the previous weeks’ submissions. By the end of the semester, you should have one comprehensive journal entry document with all your entries included. Please see the sample at the end of this syllabus as an example.

2. Industry Analysis: Students will submit a 3-page double-spaced industry analysis which includes information on the size and profitability of the industry, current industry conditions, ways to generate profits and cut costs related to the industry, and identification of the host company’s competitors. The analysis must be submitted to the course instructor via the OAKS drop-box for the course no later than midnight on Friday, June 10, 2022.

3. Executive Interview Summary: Students will interview with one senior-level manager about the individual’s career path and professional development. Students will summarize the interview in a 1-page document submitted to the course instructor via the OAKS drop-box for the course no later than midnight on Friday, June 24, 2022.

4. Mid-Term Analysis: During the final week of June, please meet with the experience provider for approximately 20-30 minutes to interview them about the internship and your performance. Please keep in mind this is different from the Executive Interview Summary that may or may not be with your direct supervisor. This assignment is designed to focus on your performance in the internship while the focus of the Executive Interview Summary is the senior-level manager’s career path. Please submit a 1-page report summarizing the meeting via the OAKS drop-box for the course no later than midnight on Friday, July 8, 2022.

5. Special Project and Report: The host employer and course instructor will coordinate to select a relevant special project for assignment and completion by the student intern. Concurrent with the completion of the special project, the intern will prepare an executive-level business report appropriate for submission to top management.

The report must include an executive summary fully supported with diagnostic research, problem identification, implications, alternative solutions, implementation strategy, recommendations; results achieved or expected outcome, and a bibliography of research sources. The report must have a minimum of 10-pages, double-spaced, not including appendices, and must be submitted via the OAKS drop-box no later than midnight on Friday, July 29, 2022.

6. Job Performance Evaluations: Job performance feedback is important to help you grow and develop practical career-related experience. The SB Student Success Center internship coordinator will contact your experience provider to complete two evaluations of your performance. The first will be completed online at mid-term, and the second will also be completed online
closer to the end of the semester via SkillSurvey as part of your course grade. Typically, the experience provider will review the evaluation with you.

**Grading and College Credit: Internship course requirements are weighted as follows for your final grade and course credit**

- **Weekly Journals** 30% Due every Monday beginning May 23, 2022
- **Industry Analysis** 10% Due June 10, 2022
- **Executive Interview Summary** 15% Due June 24, 2022
- **Mid-Term Analysis** 5% Due July 8, 2022
- **Special Project and Report** 30% Due July 29, 2022
- **Job Performance Evaluations** 10% Due from the employer at mid-term, and end of term (managed by SB SSC)

Total 100%

Your final numeric average, avg, will translate into a letter grade as shown below.

| 93≤ avg ≤100 | A | 77≤ avg <80 | C+ |
| 90≤ avg <93 | A- | 73≤ avg <77 | C |
| 87≤ avg <90 | B+ | 70≤ avg <73 | C- |
| 83≤ avg <87 | B | 60≤ avg <70 | D |
| 80≤ avg <83 | B- | avg < 60 | F |

**WRITING LAB:**
I will urge you to take advantage of the Writing Lab in the Center for Student Learning (Addlestone Library, first floor). Trained writing consultants can help with writing for all courses; they offer one-to-one consultations that address everything from brainstorming and developing ideas to crafting strong sentences and documenting sources. For more information, please call (843)-953-5635 or visit [http://csl.cofc.edu/labs/writing-lab/](http://csl.cofc.edu/labs/writing-lab/).

**ACCOMMODATION FOR DISABILITIES:**
The College will make reasonable accommodations for persons with documented disabilities. Students should apply for services at the Center for Disability Services/SNAP located on the first floor of the Lightsey Center, Suite 104. You can also email them at [snap@cofc.edu](mailto:snap@cofc.edu) or call at (843)953-1431. Students approved for accommodations are responsible for notifying me as soon as possible and before the accommodation is needed. For more information regarding SNAP services, please visit their website at [https://disabilityservices.cofc.edu](https://disabilityservices.cofc.edu).

**ACADEMIC MISCONDUCT:**
Academic dishonesty will not be tolerated. Cheating on tests or assignments that are considered group assignments will not be tolerated and a zero grade will be given if it occurs. No use of cell phones is allowed during tests and these should be turned to silent ring tones during class sessions as well as tests. The undergraduate catalog has a detailed policy on academic misconduct.

**COLLEGE OF CHARLESTON HONOR CODE AND ACADEMIC INTEGRITY:**
Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved.

Incidents where the instructor determines the student's actions are related more to a misunderstanding will handled by the instructor. A written intervention designed to help
prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed both by the instructor and the student, will be forwarded to the Dean of Students and placed in the student’s file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive a XXF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student’s transcript for two years after which the student may petition for the XX to be expunged. The F is permanent. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Students should be aware that unauthorized collaboration—working together without permission—is a form of cheating. Unless the instructor specifies that students can work together on an assignment, quiz and/or test, no collaboration during the completion of the assignment is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing information via a cell phone or computer), copying from others’ exams, fabricating data, and giving unauthorized assistance.

Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the instructor.

Students can find the complete Honor Code and all related processes in the Student Handbook at http://deanofstudents.cofc.edu/honor-system/studenthandbook/index.php

SPECIAL NOTE:
Misrepresenting the work you are doing with your experience provider in journal entries, final papers, etc. equates to academic dishonesty. Such cases will be brought before the Honor Board.

BUSINESS ATTIRE: As a representative of the college and of your experience provider, you are expected to dress appropriately for the work environment. Unless told otherwise students should wear business attire

In general, traditional business attire, such as suits, dresses and tailored pantsuits, is required for occasions involving contact with clients, prospects or the public. Certain situations, such as informal business-social outings, will require personal discretion. Business casual attire may be appropriate in these instances or when a client has expressly indicated that it would be acceptable. At all times, employees are expected to exercise good judgment and dress in a manner consistent with the company’s professional standards.

More guidance can be found here

PROFESSIONAL CONDUCT: You would be amazed at how quickly doors close to those who “don’t know how to do.” The following are some guidelines to help you navigate etiquette in the workplace:

- No cell phones. Be sure to use your time wisely and take advantage of the great learning opportunities you are being given.
- No texting. Even if it is quick, it is distracting to others.
- No checking Facebook or Twitter online or on your phone. You can do this when you
are off the clock.

- Saying “please” and “thank you” goes a long way with people.
- When the boss asks you if you want to grab a bite to eat or join them on a happy hour zoom event – go! What a great opportunity to talk one on one with someone who is in the business or to network with them so they can introduce you to others. Be sure to ask questions and be professional. People love to share how they got to where they are today. Saying “no” – for whatever reason sends a signal that you are uninterested and are not interested in them helping you further your career aspirations.
- Exercise voice volume control, particularly in open cubicle spaces.
- While on-line, be sure to be attentive and look into the camera. Do not have your video off unless it is resulting in a bad internet connection.
- Be sure to create a professional environment for Zoom or WebEx calls. You do not want your messy room or closet in view.
- Embrace “grunt” work. While your internship should not be all busy work, you may have to do some. Do it with a positive attitude.
- Always make eye contact and be polite.
- Check your emotions at the door.
- When meeting someone, do not forget to introduce yourself. Be sure to give your first and last name and speak clearly. Clearly, in this era of social distancing you will not be shaking hands so eye contact and smiles will be important.
- Show initiative. When you have completed a project, ask for another. If you see something that needs to be done, ask if you and do it.
- Write professionally. Do not send emails written as if you were texting. Use full sentences and be polite.
- Watch your tone in emails and avoid sending snippy or emotional emails. If the topic is controversial, be sure to use the 24-hour rule and wait to send the email. Reread it and make sure it has the right tone.
- Use the phone. Sometimes it is better to ask for clarification verbally rather than just shoot off an email. In addition, if you do not hear back from an email or left phone message, be sure to follow-up as people are busy and emails do get “lost” in the inbox.
- Mind your manners and be sure to act professionally at all times.
- Own up to mistakes and accept responsibility. Try not to blame others.
- Be positive and enthusiastic. Attitude goes a long way. Be sure to smile. It is infectious.

**ISSUES:** It rarely happens, but sometimes there are “issues” associated with internships. This could range from experience providers using the intern as a “go-fer” versus providing a good learning experience to personality conflicts or sexual harassment. *If at any time you have an issue with the internship, contact your faculty supervisor or Mr. Werkheiser as soon as possible.*

**WEEKLY JOURNAL ENTRIES SAMPLE:**
Please remember these should be in ONE document with the most recent entry first.

Name: Bob Jones  
Experience Provider: Wilson and Sons Sportswear  
Company Supervisor: Tim Wilson  
Week of: August 1  
Hours worked for the week: 12  
Hours worked to date: 115

Over the course of the last week, I watched my office responsibilities grow and was able to participate in several different projects. I feel as though this change in responsibilities comes
because of my employers realizing I am capable of tasks that are more complex.

This week I designed two new questionnaires, one for individual clients and the second for businesses. These questionnaires were comprised of personal questions that ranged from favorite sports teams to children’s names, to make the clients relationship with their financial advisors more personable. Following this section were questions about their financial plans, expectations and goals. I had a basic template to work from, but I found my marketing research class to come into great help in the design of the questionnaire. It helped me with determining the appropriate structure, the use of skip patterns, and just general flow. My supervisor was very impressed with my work so I would say that the class prepared me for tasks similar to this.

Name:                Bob Jones
Experience Provider: Wilson and Sons Sportswear
Company Supervisor:  Tim Wilson
Week of:             July 25
Hours worked for the week:  11
Hours worked to date:  104

This week we worked on the marketing plan, identifying the target audience. The methodology was similar to what I learned in MKTG 302. In class, we spent a lot of time on identifying demographic data. At Wilson and Sons Sportswear, they rely more on psychographic data than on demographic data and gather the information through one-on-one interviews.

The target market profile is men who make between $25 and $40,000 a year, attend three sporting events a month, vote Republican and own a home. After we determined the target market profile, I called area media outlets and asked for a media kit. I remembered from my advertising class that the media kits contain audience profiles. Next week, I will make a recommendation on what local media outlets will best reach the target market.

Name:                Bob Jones
Experience Provider: Wilson and Sons Sportswear
Company Supervisor:  Tim Wilson
Week of:             July 18
Hours worked for the week:  10
Hours worked to date:  94

This week I examined corporate revenues. I learned how to read a balance sheet in ACCT 203, and with some help from my supervisor in interpreting the data, noticed that the revenue for the men’s sportswear line had declined almost 27% from past quarter. I asked Tim about this, and he said he did not know why the men were not shopping with Wilson and Sons Sportswear any longer.

He asked me to put together some recommendations on how to reach the male audience. In MKTG research, we learned about observational research methods. I spent the remainder of the week on the sales floor looking at the shopping habits of the male customer – how many male customers were in the store per hour, what section they spent the most time in, what sections they avoided, etc. I will compile my findings and present to Tim next week.