Entrepreneurship Internship
ENTR 344

Management Internship
MGMT 344

Marketing Internship
MKTG344

Instructor: Robert Pitts
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Office: Tate 307
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Office Hours: Please schedule an appointment via email – Zoom can be scheduled.

Course Description: A supplemental source of learning and enhancement to the student’s academic program and career objectives through experiential education engaging the student in a unique three-way partnership between an approved agency and the school. The learning experience will be guided by a learning contract outlining specific work and academic components. A maximum of three (3) hours of internship credit will be awarded.

Course prerequisites
MKTG 344: Junior standing, completed 6 credit hours of Marketing (MKTG) coursework, or permission by Instructor, a declared major in the School of Business, and at least a 2.0 GPA

MGMT 344: Junior standing, completed 6 credit hours of Management (MGTD) coursework, or permission by Instructor, a declared major in the School of Business, and at least a 2.0 GPA

ENTR 344: Junior standing, completed 6 credit hours of Entrepreneurship (ENTR) coursework, or permission by Instructor, a declared major in the School of Business, and at least a 2.0 GPA

Course Objective: 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 also there is a component that requires intellectual study of the field. An internship is a supervised learning experience guided by your Learning Contract that requires reflection of the correlation between the theory you have studied in the classroom and practice and application of the theory in a professional environment.

To this end, there are specific academic requirements associated with the internship, and it is your responsibility to fulfill these requirements according to the deadlines established by the SB and your faculty coordinator. Simply performing well on the job will not guarantee you an “A” for the internship.

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

You will not be reminded of assignment deadlines. It is your responsibility to abide by the dates set forth in this Syllabus and on Oaks. It is your responsibility to follow up with your experience provider to ensure your evaluations are submitted by deadline. It is your responsibility to plan ahead for the executive interview to ensure you meet the deadline. Executives are busy, so do not wait until the last minute, or he/she may not have time to see you. It is recommended that an appointment with them be set. Your grade is based on the academic work you are submitting in addition your work experience, so do not discount the importance of submitting your work in on time and presenting your work in a professional manner. See deadlines on Oaks and review evaluation matrices for assignments.
Through the successful completion of this internship, the student will address the following School of Business Learning Goals:

**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.

**Email Policy:** Students will operate under the following email guidelines:

- Expect faculty/staff to respond to emails between 9 a.m. and 5 p.m., Monday through Friday with a 48 hour lag time.
- For any concerns about grades contact your professor face-to-face or Zoom.
- Before sending questions via email, make sure that your question is not answered on the course syllabus or on Oaks.
- Be specific about the subject of the email in the mail subject heading (MGMT 344) and use proper spelling, grammar, and punctuation. Do not begin emails with “Hey.” State your name (maybe in the signature) and the course.

**Required Hours:** All SB interns are required to adhere to the internship beginning and ending dates on their approved learning contract. A **minimum** of 120 hours of on-site or virtual work is required. Your final grade will be affected for early termination of your internship. Time spent on journal entries, etc. does not count towards the 120 hours. Ideally, you will spend a minimum of 12 weeks on-site (8 weeks during the summer) and work at least 10 – 12 hours per week (15 hours in the summer) with your experience provider. You may not work three 40-hour weeks.

The purpose of spreading the internship over a semester is to give you an idea of the workflow in the field. End-of-year tasks, for example, are often quite different from the work you will be doing at the beginning of the semester.

**Satisfaction completion of each of the following assignments is the basis for earning grade and college credit for the internship:**

You will receive points for each of the assignments / work products. Each is to be submitted to the appropriate Oaks Dropbox by 11pm on the due date.

1. **Weekly journal:** Students are required to keep a weekly journal identifying discipline concepts (Management, Marketing or Entrepreneurship) as applied in the workplace. The journal must be in Microsoft Word format double-spaced. It is to be submitted electronically by midnight on Mondays using the OAKS drop-box set up for the course. Late entries will receive a point deduction. Your entries will be evaluated as a collection, and you will be required to resubmit any unsatisfactory entries.

For Online Internships Fall 2021 Specific interactions with supervisor or other
individuals at the organization. For Supervisor give dates and time of interaction. These interactions should total one hour each week.

The format for the journals is as follows:
Name:
Experience provider:
Name of experience provider supervisor:
Week of (Starting Sunday):
Hours worked for the week:
Hours worked to date:

Weekly journal entry should include:
Section 1: What tasks have you performed during the past week with specific results?

Section 2: Detail important workplace interactions over the week.
Virtual internships - If yours is a virtual internship you must give dates and lengths of interactions with your supervisor totaling one hour per week

Section 3: What are you planning to accomplish next week?

Section 4: Discipline reflection
• Workplace observations – any thoughts on how things could/should run or how situations could have been handled differently
• Workplace activity (what is going on in the office) in relations to the internship discipline (reference at least one print citation in the week – HBR, Wall Street Journal, book you are reading or have read). Ie. How are classroom concepts applied (or not) in the work environment, how is it validated by what you have read or are reading (make specific citations) – show a reflection (I agree, I disagree, I am surprised because I read this and this happened etc.)
• Your reflection to events taking place at work
What you are learning from the experience? (please be specific and substantiated)
Review the classroom versus internship comparison (content covered during our personal meeting)

Important Note: Please submit journal entries all in the same file with the latest on top, title each entry with the week of your internship. You should have approximately 10 to 12 journal entries. One submission per week as indicated in Oaks.

2. **Industry and Host Firm Analysis**: Submit an industry analysis which includes information of the size and profitability of the industry, current industry conditions, ways to generate profits and cut costs related to the industry. The analysis should position the host firm in the industry and identify the host company’s competitors. More directions and resources will be posted on Oaks including links to CoC library resources for this assignment.

Contact the instructor for more instructions if you are interning with a Not For Profit. If Entrepreneurship internship you will analyze the industry of the entrepreneurial activity your provider is addressing. The Industry and Firm analysis is typically 3 to 5 pages in length and is designed to ensure that you understand the enterprise environment of your internship.

5. **Mid-Term Analysis**: Meet with experience provider and interview them about the internship and your performance. We want to encourage communication with your experience provider. A list of possible questions is posted on the OAKS site to guide you in the conversation. However, if there are questions more suited towards your specific internship, please feel free to ask those. The interview should last for between 20-30 minutes. This assignment is designed to focus on you and how you are doing with the internship while the focus of the Supervisor Interview is the Executive and their career path. Your supervisor will receive a midterm request for evaluation from the Student Success Center that should prepare him/her for your meeting.
After the interview, please submit a report no longer than one page on this session. Please submit on OAKS before midnight on the due date.

3. **Executive Career Interview**: Students will interview one senior-level manager to understand his/her career and discuss primarily career development. Students will summarize the interview in a 1-2-page written document and reflect on the experience by detailing their career path or plan (including goals and milestones) supervisor and report what has led to their success or career progressing and reflect on skills or other important knowledge’s making a successful career. It is to be submitted to the Instructor via the OAKS drop-box.

4. **Final Reflection report**: Using your daily work journal entries & initial learning contract Student will write a comprehensive reflection of the experience including incorporating management, marketing or entrepreneurship principles, concepts, and theories to the analysis of events and/or observation made during the internship followed by specific recommendations on how to improve the effectiveness of the workplace in accordance with best management/marketing practices. The analysis and recommendations must be grounded, meaning properly documented and more importantly use print references (Harvard Business Review, Forbes Magazine, Wall Street Journal and other books etc.) to substantiate evidence or validation of best practices.

   The report should have a maximum of five (5) pages, single-spaced, not including appendixes. It is submitted to the Instructor via the OAKS drop-box.

5. **Job Performance and Satisfactory Evaluation**: The evaluations will be sent directly to the Host Employer by the Student Success Center internship office.

   The focus of the Internship is to develop practical career-related experience. Your supervisor will complete an evaluation of your performance at midterm and at the end of the internship. The Student Success Center will email your supervisor the evaluations to be returned to your instructor. You should discuss your performance with your supervisor as indicated for your Midterm Analysis and again at the end of your internship for a component of your Reflection Report.

   The final performance evaluation is completed by the host employer near the completion of the Internship and documented to form the basis for grade assignment and awarding of college credit. (Please see posted evaluation form and matrix on Oaks). The evaluations will be sent directly to the Host Employer by the internship office your submissions for this component are part of your Midterm Review and Final Reflection submissions.

**Grading and College Credit**: The Internship Course requirements are weighted as follows for assignment of final grade and credit:

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<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Journals</td>
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<tr>
<td>Industry/Firm Analysis</td>
<td>10%</td>
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<tr>
<td>Mid Term Analysis</td>
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<tr>
<td>Executive Interview</td>
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<tr>
<td>Reflection Report</td>
<td>20%</td>
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<tr>
<td>Job performance and evaluation</td>
<td>30%</td>
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<td><strong>100%</strong></td>
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Satisfactory completion of each requirement is required to receive course credit.

During the course, any problems having the potential to cause failure to achieve the objectives of the course must be reported to the instructor as soon as practical. Failure to keep the instructor informed of potential problems may result in reduced grade assignment or failure of the Internship course. Late assignment submissions will result in a deduction of points.
Due dates – Oaks Dropbox by 11pm on dates indicated

- Journal entries – Due each week on following Monday evening at 11pm
- Industry/Firm Analysis – Friday September 17, 2021
- Midterm Supervisor Interview & Analysis – Friday October 8, 2021
- Executive Career Interview Friday November 5, 2021
- Final Reflection Friday December 3, 2021

Honor Code: The College Honor Code will guide the behavior of each student. 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. Students can find the complete Honor Code and all related processes in the Student Handbook at http://www.cofc.edu/generaldocuments/handbook.pdf.

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.

Site Visit: During your internship, the School may make arrangements with your experience provider for a site visit to observe your internship environment.

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 as soon as possible.

Weekly Journal Entries Sample
Name: XXXXXX
Experience Provider: XXXXX
Name of Experience Provider Supervisor: XXXXX Week of:
Hours worked for the week: 18
Hours worked to date: 102
This past week at work the tasks that I completed were running background checks, sending out employee background release emails, sponsoring people into the system, calling people to schedule employee health screening appointments, completing reference checks, making pre- employment and non-employee packets, setting people up with their OSHA training, answer questions and help anyone on an incoming call, and taking over the front desk while the staff members were at a mandatory training. This week was busier than most for me because most of the staff members were gone due to this training, but I felt very accomplished because I managed to complete all of my work.
Next week I plan on running background checks, following up on the people I left messages for in regards to their employee health screening appointments, following up on people that I left messages for in regards to reference checks, sponsoring people into the system, and I will also be making new hire orientation packets next week. I was unable to get a chance to make any this week since I was the only person at the front desk and needed to be there to answer phones or help people that come into the office.
A workplace observation I have made from this past week is about delegating work to employees. Who should be doing the delegating? Can you over delegate your work to others? According to the Society for Human Resource Management (SHRM) the managers “primary job is to make sure that others are doing what they have been assigned to accomplish the mission and goals of the organization” (Lloyd, 2012). This helps the manager be able to provide feedback to their employees on ways they can develop. The SHRM recognizes that it can be very easy for a manager to “dump” their work onto other people, but that is not the point of delegating (Lloyd, 2012). The reason behind it is to “[assign] responsibility for outcomes along with the authority to do what is needed to produce the desired results” (Lloyd, 2012). ….. This is why as a manager it is important to make sure that the person they are giving the assignment to is the one completing the task. When reflecting on this past week, I realize how hard it is to be a manager because they metaphorically have to wear many different hats. They have to make sure they are doing their own job correctly, oversee that their employees are being successful, as well as try to better develop their employees so they are growing and learning more from their jobs. I have learned that these skills take time to develop. It can also be very hard as a manager to balance all of the different tasks and responsibilities. This has opened my eyes and helped me realize just how important delegating work to others is within a company…… I have learned that a good manager takes his/her time to decide what tasks to give to each individual employee in hopes to better develop that person.

Work Cited