



Hospitality Management

Internship Site Guidelines

HSMG 292 Internship
HSMG 392 Internship



Kathryn Wolfer, CHE
Associate Professor
Internship Coordinator
Hospitality Management
KathrynWolfer@ferris.edu

Table of Contents

Description of Internship	3
Placement for Professional Work Experience	4
Student Requirements	5
Supervisor Expectations	6
Report Specifications	7
E-Portfolio Content	7-11
Bi-Weekly Journals	12
Contact Information	13



DESCRIPTION

HSMG 292 Internship Work Experience

HSMG 392 Internship Work Experience

The importance of extensive practical experience prior to graduation cannot be overemphasized. As an integral part of the degree requirements, Hospitality Management students must complete at least one approved Internship Work Experience for an Associate Degree or a Hospitality Minor and two approved internships for a Bachelor's Degree. The student must do their internship(s) with an approved organization/facility within the hospitality industry. An internship must consist of a minimum of 400 hours to be considered for credit.

Degrees

A.A.S.	Restaurant & Food Industry Management	400 minimum hours
B.S.	Hospitality Management	400 minimum hours

PLACEMENT FOR PROFESSIONAL WORK EXPERIENCES

The student is responsible for locating the work experience. However, the Hospitality Management Program helps through the following means:

- A. **Internship listing found on Handshake** through MyFSU
- B. **Information Sessions (company recruiters TBA)**
- C. **F.S.U. Center for Leadership, Activities, and Career Services (CLACS)**
<http://www.ferris.edu/careerservices/>
- D. **Internship Coordinator**, FSU West Commons 106
- E. **MIHEA Career Day** (Held Annually)
For more information, visit the website: <http://www.mihea.org/>

Student internship placements must be approved by the Internship Coordinator.

STUDENT REQUIREMENTS FOR HSMG 292 AND HSMG 392

A. Before any Internship can be approved, the HSMG 101 intro class or equivalent must be completed. The internship is discussed as a part of this course and covers the following areas:

1. **DEFINITION** and exploration of Internship
2. **GUIDELINES** for **EMPLOYER** and **STUDENT**
3. **RESUME WRITING**
4. **INTERVIEWING TECHNIQUES**
5. **PRESENTATION OF STUDENTS EXPERIENCES**

B. **Grading is on a Credit/No-credit basis.**

In order to receive credit, the following criteria must be met:

1. Internship Enrollment Form completed & register for HSMG 292 or HSMG 392
2. Minimum of Five Bi-Weekly Journals submitted (pg. 11)
3. Employers Evaluations (2) required
6. E-Portfolio

C. No more than one internship may be earned for one summer's work regardless of a possible additional workload (i.e. more than 16 weeks, more than 40 hours per week, more than one job).

D.

Students who have a written or verbal contract with an approved Internship site must honor the full time commitment even if it exceeds 400 hours. Failure to do so will result in a "no credit" grade.

E. Students that are ***fired*** from their internship experience due to theft, punctuality, breaking company/corporate policies, etc. **will not** be able to use the hours accumulated for credit. If the student is able to secure another approved internship position at an approved internship site and complete the required 400 hours in the new position, credit is available. If the student is unable to secure another position, then the grade will result in ***failure***.

SUPERVISOR EXPECTATIONS

The students are required to complete a detailed report at the end of their internship to receive credit for their time spent in the workplace. For this report to be acceptable, the following things must be completed by the student's employer/supervisor:

1. **Evaluation Forms:**

Supervisors receive a welcome email containing the link to electronically submit the evaluation form. A link to this evaluation form can also be found at our website: <http://ferris.edu/business/program/hospitality/internship-details/>

Evaluations must be submitted by the indicated dates.

2. **Mentoring/Guidance:**

Students will need mentoring and guidance regarding their temporary position within the company, their future within the hospitality industry, and with contacting the appropriate person(s) to complete their internship reports. (See report content guidelines starting on pg. 8).

The following content will be submitted using E-portfolio software of the students' choosing. Weebly, Prezi, Google Sites, Canva and Wix are some examples of free software. This portfolio will be used for both internships and your capstone portfolio.

TITLE PAGE must consist of:

- Student Name
- Major
- Course Number and Semester Enrolled in course
- Name of Company
- Location of Company
- Number of Guest Rooms (Hotel)
- Number of Seats or Beds (Restaurant/Healthcare Property)
- Supervisor's Name
- Supervisor's Title

TABLE OF CONTENTS:

List each of the following topics:

CONTENTS:

- Reports must include the required content. Reports must be submitted electronically with a link to your on-line portfolio.

E-PORTFOLIO CONTENT

The best Internship, and subsequently the best report, is one that results in the student gaining knowledge and understanding of the organization. A report dealing only in specifics of the job is not a complete report. The student is to research the organization beyond the immediate working environment.

The expectations for each section of the final report are outlined on the following pages.

I. Operations

The purpose of this section of the final report is to provide an overview of the individual unit or property as well as the entire corporation. You will be expected to conduct personal interviews with selected managers to develop this section of the report. The minimum topics are outlined below. You should consider adding to these topics.

A. Description of the Property

1. Location and any local competition.
2. Size and number of rooms, number of seats in the food and beverage outlets and meeting rooms, square footage, etc.
3. Product-service mix: guest rooms, meeting rooms, food and beverage outlets, catering, recreational facilities, etc.

B. Organization, Management Structure, and Work Environment:

1. Owners of the property
2. Chain affiliation, information about the chain and the parent organization.
3. Organizational structure of the unit's management; show an organizational chart. List name of position and employee's name.
4. Organizational structure of the parent company.
5. Compare the formal and informal lines of communication. How would they compare with other organizations you have worked?
6. Would you describe the work environment as pleasant, tough, neutral or threatening?
7. Do others appear to be satisfied? Explain you decisions.
8. Do others make suggestions to their supervisors?
9. Do you see any personnel problems in the work environment; if so, explain.

C. Marketing Management

1. Guest profile, who are the present guests?
2. Target markets, to whom does the property appeal?
3. What do the guests like and dislike about the property?
4. What could be done to increase guest satisfaction?
5. Who are the direct competitors, how do they compare?
6. What are the properties strengths and weaknesses in comparison with the competition?
7. What is the property's primary marketing strategies?
8. What methods/media does the property use for advertising and promotion?
9. Determination for prices of rooms; menu items; banquet menus; meeting room rentals, and other revenue centers?
10. What marketing tactics have been most and least successful? Why?

D. Human Resource Management

1. How many full and part-time employees does the property employ?
2. How many supervisory and management personnel are employed?
3. How are new employees (both hourly employees and managers) recruited, oriented, trained and evaluated? What type of professional development is offered or encouraged?
4. Demographically and culturally describe the hourly management employees.
5. What is the average starting wage for hourly employees?
6. What benefits are offered to hourly employees? Which ones are employer paid and which ones are employee paid?
7. What is the average annual turnover rate for hourly and management personnel?
8. What techniques have been most and least successful in motivating employees, reducing turnover, and maintaining guest satisfaction?
9. To what extent do hourly employees communicate and participate with managers in the management of the facility?

10. How might guest service be improved?

E. Operations and Administration

1. This section is to be completed based on the type of internship this is: Club Management, Event Management, Hotel, Food & Beverage, or Healthcare.
 - a. Investigate and report on the management's daily functions
2. If the property offers lodging services, how does the property manage the daily functions of:
 - a. Reservations
 - b. Check-in and room assignment
 - c. Guest accounting
 - d. Check-out
 - e. Monitoring guest satisfaction with the services provided
3. Describe how the property provides the following services, and how does it manage these services:
 - a. Maintenance
 - b. Housekeeping
 - c. Accounting
 - d. Security
4. Equipment, is it leased or purchased?
5. Does the firm have a "green" energy management program? Describe the system used.
6. Computerization: Describe the extent to which the property utilizes computers.
 - a. What functions are automated?
 - b. What types of management information do the systems provide?
 - c. What have been the benefits and drawbacks of computerization?
 - d. Show examples of computerized information and explain how this is used by managers to improve performance.

F. Strategic Planning

1. What are the firm's short term and long-term goals and objectives?
2. How will the firm change in the next 2, 5 and 10 years?
3. What trends does the management see that will impact on their property?
4. How do they plan to adapt to take advantage of these trends?

II. Interviews with Managers

Each student will interview at least two managers working within the business environment. These managers may be employed by the same firm which employs the student, or they may work for another food service/lodging company. Students should select individuals working at

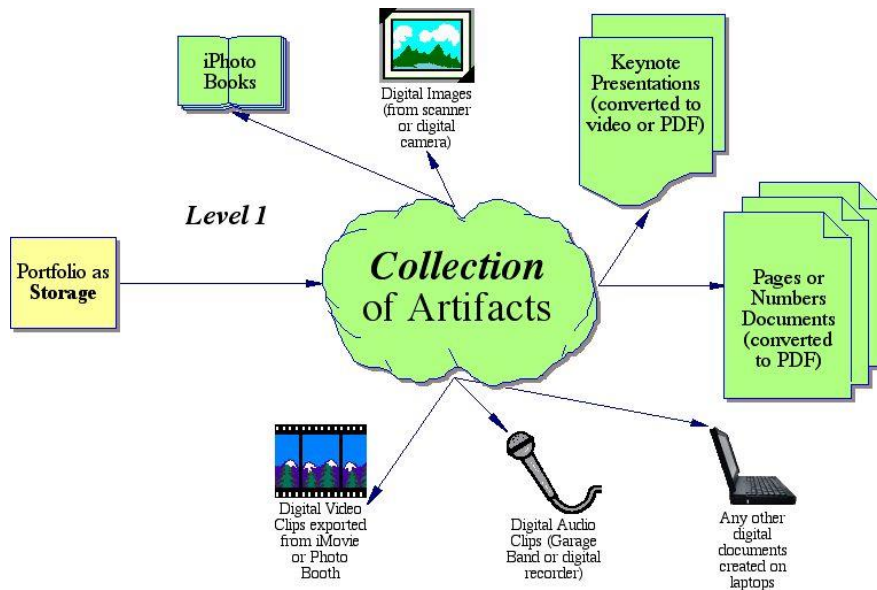
different levels within the organization and should seek individuals with different types of responsibilities. The interview should not be highly structured, but rather more conversational in nature. Each interview should include discussion around the following broad-based areas. Identify the date, time, and location of interview.

1. What has been the manager's career path to their current position?
2. What companies have they worked for and what have their responsibilities been?
3. If they could change anything about their career to date, what would it be? What would they do differently?
4. What do they enjoy most about and least about their current position and the responsibilities of the position?
5. What do they see as the most challenging aspect of their position? How are they working to overcome these challenges?
6. What trends will have an impact on their business in the next 2-5 years?
7. What do they see as the most critical challenges ahead for their particular segment of the business environment?
8. What advice would they offer someone entering the business environment today?

III. Personal Assessment

1. To what extent have you learned new disciplines for learning and managing your time?
2. Have your career goals been reinforced or have you decided to alter your original goals?
3. What new skills have you acquired and what present skills have been reinforced? Consider the full range of skills: leadership; technical; communication; artistic; social; political and others.
4. What specific techniques have you learned which will improve your interpersonal skills? How will these improve your ability to be a successful manager?
5. How could your internship learning experience have been more beneficial? What were the most positive and negative aspects of your experience?
6. What suggestions would you make for improving this internship learning experience?
7. **Photograph and Video of themselves at their place of work:** Students are required to provide a photograph of themselves in their working attire on the job (including logo or name of site in the photo if possible). Also a short video clip of themselves at their place of work
8. Two artifacts from coursework in the College of Business Core that support learning experience in field- detail how you applied what you learned in the classroom to the internship experience.
9. Two artifacts from Hospitality Program coursework that support learning experience in field- detail how you applied what you learned in the classroom to the internship experience.
10. Two artifacts from workplace that support learning experience
11. One artifact from other coursework- detail how you applied what you learned in the classroom to the internship experience.
12. One artifact from current personal experience

What is an artifact?



13. Personal SWOT Analysis of Internship experience- detail your personal strengths/weaknesses/opportunities and threats to your career advancement. This video may be helpful: https://www.mindtools.com/pages/article/newTMC_05_1.htm



What is a SWOT Analysis? https://en.wikipedia.org/wiki/SWOT_analysis

Reports will be evaluated on form and content. All content must be included in the ePortfolio to receive credit.

Reports that fail to meet requirements receive an “I” grade (Incomplete). If the appropriate corrections are **not** made by the end of the following semester, the “I” is changed to an “NC”-no credit.

BI-WEEKLY JOURNALS

A minimum of 5 bi-weekly journal must be submitted by the students through the online learning system during their internship. The journal will include day-to-day experiences and any new insights the student gained of the operation. It is intended to help the student become more observant. Participant observation involves looking for patterns, processing what they have seen, discussed or read. The journal is meant to help the student to be reflective, rather than just merely descriptive. It therefore differs from a diary or log. This will also aid them in preparing their final report. Details will be posted through the online learning system when the student has been enrolled.

CONTACT INFORMATION

Kathryn K Wolfer
Associate Professor
Internship Coordinator
Hospitality Management
Ferris State University
1316 Cramer Circle WCO 102
Big Rapids, MI 49307

Direct: 231-591-2399
Cell: 616-644-0515
FAX: 231-591-2998
E-Mail: KathrynWolfer@ferris.edu

