

INTERNSHIP STUDENT MANUAL



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Note: This packet contains the forms required to set up the internship. Forms required for completion of the internship are available through FerrisConnect upon enrollment in the course.



STEPS TO INTERNSHIP SUCCESS!

1. **Contact** Barb Renne, internship coordinator, College of Business
E-mail: renneb@ferris.edu
Phone: 231.591.3049
Fax: 231.591.2463
Office: BUS 324
2. **Meet** with Internship Coordinator
 - ❖ **Prior to meeting**
 - E-mail **résumé** and **cover letter**, complete and updated to Internship Coordinator
 - Obtain a copy of YOUR own **updated check sheet** (Dean's Office - BUS 200)
 - ❖ Discuss **Internship Guidelines** (p. 15) and opportunities
3. **Find** job (see p. 4) then
4. **Meet** with Internship Coordinator
 - ❖ Submit the following documentation:
 - **Site Proposal - Learning Objectives & Special Project Form** (p. 17), includes 4 learning objectives and description of special project(s) (p. 18) and
 - **Confirmation of Placement Form** (p. 21) and
 - ❖ Clarify expectations for student, employer, and College of Business
 - ❖ Pay tuition at Timme Center for Student Services
 - ❖ Internship Coordinator will coordinate internship registration
5. **Utilizing FerrisConnect** submit **Student Weekly Reports**
 - ❖ Reports will be reviewed by Department Head
 - ❖ Feedback (if necessary) will be sent via **FerrisConnect**
6. **Remind** site supervisors to mail **Employer Evaluation of Intern Form** mid-way through the internship, with the final evaluation being due Friday of the last week of the internship.
7. **Contact** Internship Coordinator or Department Head with any questions that may arise.
8. **WRAP UP INTERNSHIP!**
Submit required documentation via **FerrisConnect** (see "complete list" on web site www.ferris.edu/cob/internships)

RESOURCES FOR FINDING AN INTERNSHIP!

1. **Utilize** Career Services' offerings - be sure to visit **Bulldog CareerLink** (this replaced e-Recruiting) for postings
 - ❖ Website - check it out! (www.ferris.edu/careerservices)
 - View list of who's attending FSU's job fairs, and attach your résumé for review
 - View job fairs state-wide
 - Utilize handouts (resume tips, cover letters, questions, etc.)
 - Check out On-Campus Interviewing list
 - Peruse job search sites
 - ❖ Mock Interview (why blow the real thing? Practice, practice, etc.)
 - ❖ Résumé Critiques
 - ❖ Job Search tips

2. **Identify** Internship site prospects
 - ❖ Scan COB Internship Program database of internship sites (www.ferris.edu/cob/internships)
 - ❖ **Network** with friends and relatives (82-85% of jobs are filled WITHOUT being posted!)
 - ❖ Conduct independent searches:
 - **Internship Search Links**
 - www.michigan.gov/miintern (employers statewide)
 - www.dice.com (IT jobs)
 - www.hotjobs.com
 - www.jobweb.com (NACE)
 - www.idealists.org
 - www.indeed.com (check this out, pull in from other sites!)
 - www.internships.com
 - www.microsoft.com/college
 - www.monster.com
 - www.rsinternships.com
 - www.wetfeet.com
 - **International Internships**
 - www.internabroad.com
 - www.studyabroad.com
 - **Internship Opportunities with the State & Federal Government**
 - www.ajb.dni.us/ (Job Bank)
 - www.house.gov/watt/
 - <http://bishop.house.gov>
 - www.ielnet.org
 - www.makingthedifference.org (huge site!)
 - www.whitehouse.gov/government/wh-intern.html
 - **Internship Preparation Links**
 - www.wetfeet.com
 - www.about.com/cs/internships

How important is an internship?

It is difficult to get an excellent job without some real world experience. How do you get this edge? Through working in internships while you are attending college! An internship consists of working in a temporary part-time or full-time job under the supervision of a professional. It's a hands-on learning experience.

Internships are really bridges to your career. Here's why:

- You can learn only so much in the classroom. An internship is on-the-job application of your classroom knowledge.
- An internship is a time to test your skills, make protected mistakes under the helpful eye of a professional and prepare yourself for employment.
- You can try out a specific type of activity for a particular type of organization to see if you want to do that when you graduate.
- You can make valuable contacts among professionals and among companies and individuals who may want to hire you after graduation.

The most recent statistics compiled by the COB Internship Office show that 87 percent of students were offered permanent employment by the organization in which they held their internship.

Considerations

How many internships should you have? At least one, especially if you must complete a 3-hour internship for graduation. Two internships are better. Three, better yet.

It is generally recommended that you complete your internship during the summer between your junior and senior years in college. You will have a good foundation of knowledge and skills that will enable you to be a very productive employee. That will enable you and your supervisor to make the internship course very substantive and productive for you and your employer. **However, it is appropriate to note that more valuable experiences tend to occur when internships are scheduled in the fall or spring, when most businesses are in full swing, rather than vacation mode. Since the COB offers a broad spectrum of summer courses, the student is just shifting the time away from campus.**

Some students find it necessary to do their internship after completing all of their coursework here at Ferris State University (a "last semester internship"). That's an acceptable alternative. Employers sometimes prefer this because they use the internship to evaluate graduates who they then may decide to hire permanently.

If a 3-hour internship is not required by your major for graduation, you may be able to apply that credit to the "Electives" (see your advisor about this) you must complete for graduation. Remember that you **must pay tuition** for each credit hour enrolled.

You can have a very valuable internship experience without enrolling in an academic course and paying tuition. Students are encouraged to do additional internships on their own during the summers or while taking classes. For example, you might obtain a job and structure the work experience as an internship. When this is done it is important that the work indeed be formalized with specific goals, specific responsibilities, work hours, etc.

In selecting internships, you should try to get experience in the type of activity and the type of organization you are interested in pursuing after graduation. This can reaffirm your employment goal or it may encourage you to change your career objectives. It is also suggested that if you work for the same employer over a long period or two summers, ask for different types of assignments with different activities, even in separate departments. This will broaden your experience and enhance your skills.

Expectations

What should you expect, demand from your internship experience?

Specific position with detailed responsibilities and requirements:

- Supervision by a professional
- Specific job duties/responsibilities in your field
- Defined hours of work
- Pay/salary/compensation commensurate with your contribution
- An accepted team membership

To fulfill these expectations, you need to get a definite agreement between you and your supervisor on these items in advance, in writing. To get credit for your internship forms must be filled out in advance by you and the employer and approved by the department head/chair.

You must be prepared to fulfill your part of the bargain just as you expect your employer to do. Budget your time and commitments carefully; you should not expect special treatment just because you have exams, term papers or activities you would like to participate in at university or home. An internship is structured as a job. As in any job, you should be prepared to work extra hours on occasion, if necessary.

Not all internships are paid. But most organizations offer some kind of compensation. This may be a set pay rate per hour worked, a cash bonus or stipend at the end of the internship experience, reimbursement for college credit hour tuition, travel expenses, parking, free meals, sponsorship to attend professional meetings, etc. You definitely should get reimbursement for any out-of-pocket expenses incurred in the direct performance of your duties.

Experience has shown that paid internships are generally most productive for the employer and the student. This is because both parties, those paying and those being paid feel a stronger commitment to making the internships valuable. You will be assigned more substantive responsibilities and your employer will expect quality and timely input and output from you.

Many not-for-profit organizations find it impossible to offer any substantial compensation to interns who work with them. If your career goal is in not-for-profits, you must expect to complete your internship without earning funds for your expenses. Plan accordingly.

Variety of experiences, both watching and doing. A day at the office -- whether at a corporation, or a not-for-profit -- may be different from what you expect as a result of your class work. So it is important just to experience the work environment; staff meetings, deadlines, conferences with clients, negotiations with vendors, press conferences, special projects, and much, much more.

The most important part of your internships, however, is your first-hand participation in activities. You should actually work on projects or portions of projects on your own and in cooperation with others. You should have specific responsibilities, and you should be held responsible for the product you produce.

Items for your portfolio. Although every task you perform will not produce a product you can display later, some of your work should result in writing or production examples. Once projects are complete, be sure to secure a couple of copies for your file and future use in your portfolio.

A professional portfolio is a strong marketing tool you will need, and can be utilized throughout your professional career. It illustrates the quality of your work and the breadth of your experience. Samples from your internships will be valuable additions to those you collect from campus activities, offices, etc.

Contacts with professionals, business people and clients. During your internship activities you will have many opportunities to meet people and enable them to meet you. These contacts will give you additional experience associating with professionals in a work environment; and may lead to future employment opportunities or recommendations. This is called **networking** and it can be the key to getting that first professional job as well as future positions.

Routine, errand-type assignments. You should expect to do some "goferring" during your internship: answer telephones, stuff mailings, run copy to printers, pick up coffee and donuts for a meeting. Only a minimum amount of your time should be spent in this kind of work, however.

Course Credit

You may receive credit for your internship by completing the specific requirements of the University, including payment of tuition hours, signing an internship contract and completing a series of reports. For complete information on the requirements for academic credit you should contact Barbara Renne, internship coordinator, College of Business, BUS 324, renneb@ferris.edu, 231.591.3049.

Prospective Employers

Locating an internship is like looking for a job. In fact, it is good training for locating that first job after graduation. A successful effort takes planning and perseverance. It's hard work and it takes a lot of time. The structure of the internship program in the College of Business requires that you locate your own internship, but you can get help and guidance from Ms. Renne.

How do you go about locating your internship? First, you need to pin down what you want to do and who you want to work for. You should decide:

- The type of business environment you want, advertising, business, CIS, human resources, management, marketing, special events, newsletters, press contacts, government/political activities, etc.
- The type of organization you are interested in -- consulting firm, corporation, not-for-profit, association or other specialty area?
- The geographic area -- Big Rapids, other towns within commuting distance, your hometown, in Michigan, out-of-state?
- Financial requirements -- hourly wage, tuition reimbursement, assistance with housing, and other compensation needed to fulfill your goals.

You will want to find an internship with an organization that has a strong professional operation. Attached is a listing of Internship Sources (p. 4) that will help you begin the task of finding just the right internship for you. This is going to require work on your part. Contact FSU alumni who may have internships or know of others who do have opportunities. Talk with fellow students, both at Ferris State and other schools. Contact professionals you've met at Shadow Days, national conventions, local events, speakers and activities, etc. Check with family, relatives, and friends.

Finding the best internship for you will require a great deal of effort on your part. So start the process early. A search for a summer internship, for example, should begin early the prior fall. Remember the best and highest paying internships are in most demand and are filled first. Those students who procrastinate are left with the non-paying internships that others do not want.

Preparation

Complete basic business courses first. The concepts and skills learned in these courses will not only enhance your chances of getting the employer and internship you want, but will make the internship experience more meaningful and productive. You will be prepared to do more kinds of hands-on work.

Employers do not want to have to play nurse maid to students. So the more advanced knowledge and skill you bring to the employer the more likely you are to get the job and have an outstanding learning experience. If you take on an internship before you are secure in the basic business principles and writing skills, make sure that you and your employer understands the limitations this puts on your knowledge and abilities.

Get experience working with professionals or in professional-type work. Joining and participating in the activities of Ferris State University's professional RSOs can help. Many internships are obtained as a result of knowledge, opportunities, and contacts made possible through these memberships.

You can get experience and obtain portfolio samples by writing for 'The Torch,' working for FSU's various departments, doing organizational activities for your sorority/fraternity or other campus organizations, planning special events for a not-for-profit agency, etc.

Attending meetings of and participation in conventions, seminars, luncheons, projects, etc., of professional organizations provide opportunities to meet potential employers. Such activities will also enable you to gain confidence and familiarity with what is expected in terms of professional dress, business manners, and working with a variety of people you will be associated with after graduation.

Plan to fit your internship into your educational sequence. The summer is often most convenient, but there is more competition at this time. You may have to work in another job during the summer to earn enough money to continue your college studies. You may need to attend summer school full-time to get your course work completed; or other circumstances may control when you do an internship, or how many you can complete.

Can you work full-time or just part-time? Do you need compensation? Do you want to earn other course credit? What kind of internship work do you want? You should take the time to plan out your coursework and other obligations and then fit your internships into that plan. This will ensure that you get the maximum possible benefits from such experiences.

The Search

Looking for an internship is just like securing a job. The task should be approached in the same way.

- **Start early.** Set your educational schedule. Make the most of your classes and opportunities for experience. Accumulate personal contacts at meetings and with guest speakers on campus (**network**).
- **Get ready to apply.** Prepare your résumé. Get writing samples together. Confirm references.
- **Select the type of job, employer and place.** Consider your contacts in a company, agency, industry, or geographic region. What do you want to do after graduation?
- **Research** who offers internships that meet these requirements. Research the organization. What and when are internships offered?
- **Get a specific contact name.** Who's in charge of internships? What is the procedure for applying?

The Application

Do a self-inventory. What do you have to offer the potential employer? List your education, skills and experience. Determine your strong and weak points. How does all this make you the best candidate for the internship? This information is the basis for your résumé, letters and interview.

Prepare a résumé. Place the strongest of the three categories -- education, qualifications, and experience first. Don't just list these items. It's what you accomplished, not just what you did. What is special about you in each category? What sets you apart from all the other candidates? What are the requirements for the specific internship you are seeking?

Attached is a sample résumé (p. 13) for guidance in preparing yours.

Prepare a portfolio to showcase your abilities. Don't just gather samples: display them attractively in a three ring binder with dividers, color and explanations. Include items you have produced such as news articles (a clipping of the actual article is best), news releases, brochures, newsletters, special event plans, slide presentations, fundraising proposals, flyers, etc. Make sure all materials/ information is absolutely correct and error free.

Class projects and examples from non-class activities should be included. Utilize your major projects. Examples of your writing ability are essential. Also demonstrate analytical and planning skills and creativity.

Secure and prepare a list of references. These should not be included on your résumé, but have them available upon request. You may need both professional and character references and three or four different individuals are recommended. Possibilities are bosses, professors, professional contacts, ministers, community leaders and people who have contacts in your chosen field. These people should be able to attest to your skills, experience and/or personal character. Be sure you have their permission to be used as references, and find out the way in which they would prefer to be contacted by the employer.

Letters of reference "**To Whom It May Concern**" are practically worthless. The best letters are written to a specific person for a specific position.

Research your target organization. Why do you want to work there? How will you fit in? What are the organization's major activities or accounts? What is the history of internships in the organizations?

Write a cover letter. Write it to the appropriate person. Get the name and title right. If you don't know how to spell the person's name or what their proper title or address is, call the receptionist and find out.

Use the name of a networking contact, if possible. This should be the person who recommended that you contact the person to whom your letter is addressed. This will help ensure that your letter is read and that you are considered.

Use the information from your research. What key issues does the organization currently face? Highlight the best two or three points from your resume as they apply specifically to that organization.

Don't just "look forward" to that person's contact: tell him/her you will call (three days after arrival of your letter and resume) for an appointment at a specific time. Follow up with another call, a note or samples, if necessary. In general, the more persistent you are, the better your chances, but don't become a pest.

Attached is a sample cover letter (p. 14) for your guidance.

Pre-Interview Preparations

Know what the employer expects from their interns:

- Writing skills...news writing, brochure copy, speeches, etc.
- Understanding of major related principles and professionalism
- Knowledge of current events and issues in the field ... local, state, national and world
- Personality ... enthusiastic, confident, creative
- Organizational skills
- Availability

And, know why you want to be there, why you are the best candidate. Don't be shy about your strengths, and know how to present your weaknesses positively and what you've done or are doing to correct that weakness. (Don't bring up something you can't turn into a positive!)

While each interview and interviewer is different there are some typical questions that are asked and that you should be prepared to answer. Several of these are listed below. Take the time before your interview to carefully think through what you would say in responding to each question. (What's your best story?) This will give you added confidence and help you make a positive impression during the interview. (Go to BUS 324 for a more extensive list of these types of questions.)

- Tell me about yourself.
- Why did you decide to major in _____ (insert your major here)??
- Why did you go to Ferris State University?
- Describe the work experiences you have had.
- Tell me about your extracurricular activities.
- What classes do you like most in college? Which give you the most difficulty?
- What are you looking for in an internship?
- What are your main strengths? Weaknesses?
- Describe the toughest decision you had to make in the past year.

- What do you think it takes to be successful in _____ (insert your major here)?
- What aspects of _____ (insert your major here) work do you find most interesting?

It is common practice for the interviewer to also ask, "Do you have any questions you would like to ask me?" usually near the end of the interview. Make sure you prepare for this. It is a good opportunity to ask a couple specific questions you may have about issues uncovered in your research on the company/ organization. (Go to BUS 324 for a more extensive list of these types of questions.) **Remember, you must have questions for them!**

Complete and revise your portfolio so it displays your skills and experience, particularly those critical to the type of work you will do in this specific internship. Gather extra writing samples to leave behind, if requested. If you only have one original copy, make photocopies to give to the interviewer.

Some organizations ask internship applicants to take written tests to measure the knowledge and skills. These may include activities such as completing a standard test in grammar, spelling, punctuation, etc. It's a good idea to brush up on your knowledge in such areas prior to going for the interview.

Have you taken inventory of YOU?

Ok, you've done all the recommended job search steps; now how about yourself? Yes, you physically. When's the last time you had your teeth professionally cleaned? Did you know you can save money by going to FSU's Dental Clinic? Plus, you're helping out your fellow students! How about your hair? Does it need styled, trimmed, or re-colored? How about your nails? Your shoes, do they need to be re-dyed, or repaired? Take them to the "Shoe Hospital" (next to the BR Post Office); he'll make them look like new! Also, ladies this is no time for 3-4 inch heels, or open toes, sandals, or trendy hose, remember professional! How about your suit, does it fit correctly? Too loose, too tight, or too long? Take it to one of the local dry cleaners, they have seamstresses on staff. Be neat, not flashy or sexy. Take it easy on the cologne.

The Interview

Be prepared. Take extra résumé. Bring your portfolio and be prepared to discuss each item. Bring a notepad.

Relax. Get sufficient rest. Review your qualifications so you can state them confidently. Arrive in plenty of time. Take a deep breath.

Be confident. It starts with a warm, firm handshake (guys practice with a gal, be careful not to "resize" her rings, or give her a "fishy" handshake that makes her want to wash her hands. Not pushy or laid back. Ask questions. Take notes.

Answer questions and complete written tests to prove your ability. If given a situation, what would you do? A brief pause before giving the answer is fine. Expect a reasonable amount of time to complete written assignments, but there will be a deadline.

Coffee/lunch. Accept or order what you can handle comfortably. Follow the lead of the interviewer or others, definitely no alcoholic beverages. Smoking is unacceptable. How you handle these and other social graces tells the employer a lot about you. Brush up on table manners, if necessary.

Be flexible, but don't hesitate to be upfront about your requirements or limitations... pay, compensation, hours, assignments, special considerations.

When the interview is over, be sure to stand up, thank them for their time, and "ask for the job." In other words, ask them when they might expect to be making a decision and let them know you are definitely interested in the position.

After the Interview

Send a "Thank You" letter. This document should be mailed within 24 hours of the interview and may take several forms, i.e. letter, card, or e-mail. It is usually a brief formal typed note. Reinforce your strong points. Volunteer additional thoughts or ideas on questions or issues addressed in the interview. Send any material requested during the interview. Reaffirm your excitement about the opportunity.

Make sure you effectively use this opportunity to add an observation about something that was discussed. Fill in any gaps in subjects you could not respond to, or something cool you learned in the interview. Show initiative: suggest an idea for one of the organization's activities or projects.

The Offer

When you are offered an internship, make sure you have clarified all issues that have not been addressed previously such as pay, start date, etc. It's best to get the internship offer in writing from your employer and make sure it covers job responsibilities, hourly wage/salary or other compensation, work hours and inclusive dates, supervisors name and any other pertinent details.

Internships are gratifying, educational and essential experiences. In the current employment market, they are the best way to get a job. You'll benefit immensely from the experience. Your successful internship will help pave the way for others and will lend recognition and credibility to Ferris State University.

Good luck!

Joseph B. Cool

jcool67@fsuimail.com

Local

123 Elm Street
Big Rapids, MI 49307
231.591.1234

Permanent

123 Maple Street
Flint, MI 48503
810.787.1234

OBJECTIVE

To secure a summer 20XX slot in the Management Internship Program at Menards, utilizing proven leadership, technical and customer service skills

EDUCATION

Ferris State University, Big Rapids, MI
Bachelor of Science, Business Administration, May 20XX **GPA 3.5**

QUALIFICATIONS

- Successfully supervised a crew of up to 15 individuals, including scheduling
- Solid understanding of personnel management principles
- In-depth knowledge of the legal environment of business
- Intense instruction in financial management
- Strong interest in human resources field
- Proven skills in discerning customers needs and working with difficult customers
- Highly skilled in prioritization
- Successful experience working independently and in a team-based environment
- WS Word, Excel, Access, PowerPoint and the internet

RELATED EXPERIENCE

Enrollment Services, Ferris State University, Big Rapids, MI
Student Assistant **Sept. 20XX - Present**

- Created and delivered PowerPoint presentations to groups as large as 200

OTHER EXPERIENCE

McDonald's Restaurant, Big Rapids, MI
Crew Leader/Cashier **June 20XX-Present**

- Advanced to Crew Leader in less than six months time

HONORS

- Ferris State University, Dean's List, six consecutive semesters
- Recipient, McDonald's Employee of the Month Award, 20XX & 20XX
- Recipient, Certificate of Appreciation from Recycle Mecosta Organization for 40 hours of volunteer work donated at the local recycle center, 20XX

OTHER INFORMATION

- Maintain a GPA of 2.9 while working 25 to 35 hours per week as well as carrying up to 17 credits
- Personally fund 70% of education expenses

ACTIVITIES

Member, Student Business Administration Organization, 20XX-present
President, 20XX - Present
Volunteer, Recycle Mecosta, 20XX-present

REFERENCES

Available upon request



SAMPLE PROSPECTING LETTER

420 East Elm Avenue, Apt.10
Big Rapids, MI 49307
September 5, 20XX (hit return 4 times here)

Ms. Josephine Richardson
Women in Transition
21 N. Hill Street
Camden, VA 44607

Dear Ms. Richardson:

I am writing to enquire about the possibility of securing a summer 20XX internship with your organization. I found your corporate information while conducting a search on Career Services' web site here at Ferris State University, where I am currently working toward a bachelor's degree in Marketing.

The coursework and experiences at Ferris have given me a strong foundation of knowledge pertaining to the sales and marketing environment. I have the ability to form positive relationships with others and enjoy supporting them in establishing and working toward their goals. I also have the capability to effectively engage in team activities.

My resume is enclosed for your consideration. I will be contacting you the week of September 15th to set up an interview to go over my qualifications and discuss an internship position at Women in Transition. If you need to contact me before that time my phone number is 231.591.6660 and my e-mail is parks1@ferris.edu.

Sincerely, (hit return 4 times here)

Samantha Parks

Enclosures

Ferris State University—College of Business Internship Program Internship Guidelines

Students must meet the following criteria:

- 1. Be enrolled in a 4-year College of Business Program**
- 2. Have successfully completed at least 24 College of Business credit hours**
- 3. Earned at least a CUMULATIVE 2.0 or higher grade point average**
- 4. Is and will remain in good academic standing with the University while on internship**
- 5. Is and will remain in good behavioral standing with the University while on internship**
- 6. Agree to work and successfully complete at least 240 hours for each 3 credit-hour internship assignment and accept that additional hours may be required to meet the objectives as outlined and included with the Site Proposal form (page 16)**
- 7. Accept that past work experience DOES NOT qualify for internship credit**
- 8. Agree that a family member may not be an immediate supervisor of student while on internship**
- 9. Agree that the opportunity for completing a future internship will be lost if a commitment to an employer is made and then broken by the student**
- 10. Assume all inherent risks while completing the internship**
- 11. Adhere to all above requirements and responsibilities as listed on the Confirmation of Placement form (page 19)**

Ferris State University - College of Business
 Internship Program
Site Proposal
Learning Objectives & Special Project Form

**To be filled out by the employer and prospective intern and returned to COB Department Head to continue approval process. Complete and submit this form to:
 College of Business Internship Coordinator, Barbara Renne, E-mail: COBinterns@ferris.edu or Fax: 231.591.2463**

STUDENT CONTACT INFO: (while on internship)

Student Name: _____ **Student ID #:** _____
 Work Phone: _____ Home Phone: _____
 Home Address: _____ City: _____ St: _____ Zip: _____
 E-Mail Address: _____
 Major: _____ Semester/Year: _____ Credit Hours: 3 or 6

COMPANY CONTACT INFO:

Company Name: _____ Supervisor: _____
 Street Address: _____ Supervisor's Phone: _____
 City, State, Zip: _____ Supervisor's E-mail Address: _____

POSITION INFORMATION:

Internship Job Title: _____
 Work Dates: _____ Work Hours: _____ Hours per Week: _____

SPECIAL PROJECT

Your internship will require you and your supervisor to work closely on a special project or series of projects that not only adds value to the employer, but adds to your portfolio and can be placed on your resume when seeking a job. It should be a learning experience which requires hands-on supervision by your immediate supervisor and provides you with an opportunity to produce a deliverable that shows that you can apply your classroom knowledge and critical thinking skills in a real life project specific application. I agree to undertake a special project or series of projects with my supervisor that requires me to work closely with that supervisor in order to complete a learning deliverable by the end of the internship period. Attached is a one-page or less description of what the defined project will require and produce.

LEARNING OBJECTIVES:

Develop at least 4 learning objectives in coordination with your site supervisor. Refer to page 13 for instructions.

Signature of Student: _____ **Date:** _____
Signature of Employer: _____ **Date:** _____
Signature of Department Head: _____ **Date:** _____
Signature of Internship Coordinator: _____ **Date:** _____

FERRIS STATE UNIVERSITY
College of Business

Instructions for writing internship "Learning Objectives"

Rationale

An internship is an educational program that enables students to receive academic credit for on-the-job, experiential learning. Interns must establish objectives that specify the significant and appropriate learning which is expected to result from the work experience. Academic credit is given for the outcomes of the experience, not for the experience alone.

At the start of the work term, the student formulates learning objectives in cooperation with his/her work supervisor. Approved learning objectives are required in order for the intern to earn credit for each semester.

NOTE for returning interns: New learning opportunities must be determined by the student each semester. Returning students should be better able to analyze assignments to determine the challenge of newer, more specific learning objectives because they have deeper insights into the work environment and the opportunities therein.

I. STEPS FOR ESTABLISHING OBJECTIVES:

- A. Meet with your on-the-job supervisor to discuss this assignment. Enlist his/her help in identifying your learning objectives. Objectives are most effective if they are discussed "face-to-face" by the supervisor and the student. If you need any help in developing them, please contact the Internship Coordinator or Department Head.
- B. Submit your Learning Objectives to the Internship Coordinator.

II. QUALITIES OF GOOD ACADEMIC LEARNING OBJECTIVES:

- A. Typed and double-spaced (A simple listing of learning objectives is not acceptable).
- B. Give evidence of thought and analysis of the work site and assignments.
- C. The objectives are stated in specifics, not in broad generalizations (test your objectives by asking "like what exactly?").
- D. Your paper should show the same degree of professionalism you seek to display to your supervisor while carrying out your responsibilities on the job. It must be correctly spelled and punctuated, neat, clear, concise, and adequately developed.

E. Goal setting is essential to gaining control of the learning process. In learning to identify objectives, you can then direct your experiences to accomplish more specific ends. Self-direction and self-evaluation are the means for professional development.

III. CRITERIA OF APPROPRIATE ACADEMIC LEARNING OBJECTIVES:

- A. A learning objective is a statement which describes a result, or outcome, you wish to accomplish while on the internship assignment. It is not a statement of what one will do, but a statement of what one hopes to learn while doing tasks assigned.
- B. Be as specific as possible about the learning goal. Describe the experiences in which you expect to be exposed to which you hope will result in the specified learning objective.
- C. Make every effort to tie some of your learning objectives to your academic major.

IV. CATEGORIES OF JOB-RELATED LEARNING OBJECTIVES TO BE CONSIDERED:

- A. Knowledge to be acquired:
 - 1. relevant to one's academic major (i.e. theories, practices),
 - 2. relevant to a particular business, industry, or operational function,
 - 3. relevant to career development.
- B. Skills to be developed (both intellectual and functional):
 - 1. relevant to one's academic major (analytical skills),
 - 2. relevant to particular functions required in the internship assignment (operational skills),
 - 3. relevant to interaction for successful on-the-job performance (interpersonal skills).
- C. Problems to be solved:
 - 1. relevant to one's academic major,
 - 2. relevant to one's work assignment,
 - 3. relevant to one's personal interests.
- D. Values to be clarified:
 - 1. relevant to one's academic program development - academic goals,
 - 2. relevant to one's personal development - personal goals (personality, performance, confidence, etc.),
 - 3. relevant to one's career exploration and development - professional goals.

GOOD EXAMPLES OF LEARNING OBJECTIVE STATEMENTS

Marketing

- Learn procedures for organizing and cataloguing contesting items for promotional giveaways.
- Gain knowledge regarding overall sales procedures from finding prospects to closing the sale by observing and accompanying sales staff on calls.
- Learn proper etiquette in responding to vendors, contract holders, and phone conversations while working in the hospital.

Public Relations

- To gain experience in responding to media requests with accurate information by writing news releases, pitches, etc.
- To increase my business presentation and public speaking skills by being put in situations that require me to present to a room of 10+ people.
- Gain more knowledge about the work that happens behind the scenes of a major sports venue during a high pressure situation, such as the NBA finals.

Finance

- Become familiar with the different types of mortgages offered by Quicken Loans, including different components and benefits/disadvantages.
- Further expand on my knowledge of cash reconciliation and workforce statistics through every day job activities.
- Inquire about the auditing process and how to trace original entries back to their supporting documents in order to prove the amounts shown on the balance sheet.

Computer Information Systems

- To fully understand the PDMS system and how it integrates into AAM production and manufacturing backbones.
- Acquire knowledge regarding server maintenance by helping the network administrator document the process.
- Gain hands-on experience in upgrading hardware components by working with the technicians on network client computers.

Management

- Learn to deal professionally with customers and use conflict management techniques by handling customer and employee complaints.
- Input, transmit and review all confirmations received for purchase orders placed.
- Learn how to effectively read the Key Performance Indicators when analyzing the profit or loss situation for the store, as well as create a goal and action plan to fix or continue the current financial behavior.

BAD EXAMPLES OF LEARNING OBJECTIVE STATEMENTS

- I think that I will learn to get along with people better.
- Learn to answer phones and file reports.
- I will help to make sales calls.
- Arrive to work on time.
- Help out wherever I can

Ferris State University—College of Business
Internship Program
Confirmation of Placement Form

Responsibilities of Organization:

1. Designate a staff member to supervise the student and act as a liaison to the College of Business.
2. Establish work schedules which will accommodate the student's academic responsibilities.
3. Relate work assignments as fully as possible to the student's major area of study and make every effort to maximize student's learning from this experience.
4. Provide the student with a clear and inclusive internship description with related learning objectives.
5. Provide an environment that is physically, psychologically, and professionally safe.
6. Notify the College of Business immediately should the need arise for a premature ending of the internship.
7. Notify the College of Business immediately if any problems arise regarding a student's performance or attitude. The College of Business representative will work with you to find the best solutions.
8. Submit a **mid-term** and **end-of-term** employer evaluation detailing the student's progress.

Responsibilities of Student and Assumption of Risk:

1. Be enrolled in a 4-year College of Business degree closely related to the position for which he/she is being considered.
2. Be and remain in good academic standing during the internship.
4. Work at least 240 hours for each 3 credit-hour internship assignment after internship placement is confirmed and accept that additional hours may be required to meet the objectives as outlined in the work plan.
5. Agree that a family member MAY NOT be an immediate supervisor or mentor.
6. Submit all academic work when due and successfully complete all required assignments in order to receive University credit.
9. Notify the College of Business Internship Coordinator immediately if any problems arise with the internship.
10. Submit weekly reports on Monday for the hours completed the week prior.

By signing this document I am certifying that:

- a. I am 18 years of age or older.
- b. I am voluntarily agreeing to participate in the College of Business Internship Program.
- c. I have earned at least a CUMULATIVE 2.0 GPA.
- d. I recognize inherent dangers exist and assume any and all risks associated with my internship position at _____, including transportation to, from, and during my internship.
- e. I am will inform my Department Head of any dangers, risks, or problems that arise at my internship site.
- f. I accept these responsibilities and risks of participating in a College of Business internship experience.

Responsibilities of the College of Business:

1. Aid student in personal and professional development.
2. Inform organization of any change in student's academic status which would affect their internship.
3. Evaluate student's academic work and assign a credit/no credit grade.
4. Be available to students and on-site supervisors to facilitate problem solving.

I have agreed to accept _____ as an intern who will be working a minimum of 240 work hours for each 3 hours of academic credit. I understand he/she will be enrolled in the College of Business Internship Program and will receive credit for work performed while under my supervision. I have reviewed the guidelines stated above and am willing to accept the responsibilities delineated.

Signature of Student _____	Date: _____
Signature of Employer _____	Date: _____
Signature of Department Head _____	Date: _____
Signature of Internship Coordinator _____	Date: _____

Complete and submit this form to: College of Business Internship Coordinator, Barbara Renne
E-mail: COBinterns@ferris.edu or Fax: 231.591.2463