



FERRIS STATE UNIVERSITY
▶ **COLLEGE OF BUSINESS**

**Sports, Entertainment,
& Hospitality Management**

Hospitality Programs

Internship Guidelines for the Intern

RFIM 292
HOMT 392

Revised 2009

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DESCRIPTION

RFIM 292 Internship Work Experience

HOMT 392 Internship Work Experience

The importance of extensive practical experience prior to graduation cannot be overemphasized. As an integral part of the degree requirements, any student who is receiving a major, minor and/or certificate from the Hospitality Programs must complete at least one approved Internship Work Experience. The internship must be conducted at an approved location within the hospitality industry for a minimum of 400 hours per internship.

Students in the following programs are required to complete an internship to graduate:

A. A. S.	Restaurant Food Industry Management
B.S. AAS	Hotel Management, Resort Management, Hotel Mgmt w/ Rest. & Food Industry Mgmt
Minor Management	Club Management, Special Event & Meeting Planning, Restaurant & Food Industry
Certificate	Club Management, Culinary Management, Hotel Management, Restaurant & Food Industry Management, Sports, Spa & Entertainment Operations, Special Event & Meeting Planning, Ski Resort Management

EXAMPLES OF ACCEPTABLE WORK

As stated, the internship must receive approval from the Hospitality Programs Internship Coordinator. Typically, entry level positions are acceptable for RFIM 292/HOMT 392. However, supervisory/management positions are desirable. The following lists of work and job areas are presented as a guide to a prospective internship student. These lists are by no means exhaustive, and the student who has any doubt as to the acceptability of the contemplated employment is advised to contact the Coordinator.

*Examples of entry level work areas that are acceptable for **RFIM 292/HOMT 392**:*

Human Resources	Food and Beverage Service	Front Desk
Culinary	Housekeeping	Purchasing
Convention Services	Catering	

*Examples of supervisory/management work areas that are acceptable for **RFIM 292/HOMT 392**:*

Catering Mgmt Sales Manager	Convention Sales/Service Mgmt. Culinary Mgmt	Food and Beverage Mgmt.
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*Examples of other work areas for RFIM 292/HOMT 392**:*

Resorts and hotels	Conference Centers	Restaurants (Family, Fine & Fast-Food Dining)
Airport/In-Flight	Cafeteria	Hospitals/Correctional Facilities
Cruise Ships	College/Universities	Clubs (Golf, Country, Military, Yacht, etc)
Distributors	Bed and Breakfasts	National and State Parks
Vending	Inns	

**** International and National experiences available**

FINDING AN INTERNSHIP

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

- A.** RFIM/HOMT Internship Listings – Hospitality Programs FerrisConnect Page
- B.** MIHEA Career Fair (Held Annually)
- C.** Company Information Sessions (company recruiters TBA)
- D.** F.S.U. Career Placement Office, RAN 243
- E.** Hospitality Internship Coordinator & Faculty

The Hospitality Programs Internship Coordinator is:

Julie Doyle
 Hospitality Programs Coordinator
 Ferris State University
 1319 Cramer Circle WCO 106
 Big Rapids, MI 49307
 Phone (231) 591-2385
 Email: DoyleJ@ferris.edu

Any correspondence, questions or materials should be sent to the Internship Coordinator at the address above.

REGISTRATION

In order to register for RFIM 292/HOMT 392 a student must:

1. Be enrolled in a Hospitality Programs major, minor or certificate program (see description section for applicable programs)
2. Have completed RFIM 101 or an equivalent course
3. Have a 2.0 cumulative grade point average
4. Have completed 24 credits of coursework at the university level
5. Have completed an Internship Enrollment Form
6. Have had the internship location approved by the Hospitality Programs Internship Coordinator

REQUIREMENTS FOR CREDIT/GRADE

Grading is on a credit/no-credit basis.

1. In order to receive credit the following criteria must be met:
 - A. Internship Enrollment Form completed & student must be registered for RFIM 292 or HOMT 392.
 - B. Five Bi-Weekly Journals (E-mails) Received
 - C. Employers Evaluations (2) received by the Hospitality Programs Office
 - D. Employment Verification Letter (hours, positions worked, and timeframe)
 - E. Photograph of Student on the Job (or digital attachment)
 - F. Report (Electronically submitted)
 - G. Wrap-up Meeting Completed with Internship Coordinator
2. 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).
3. 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.
4. 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 cooperative education 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***.

REPORT SPECIFICATIONS

Reports must be typewritten (double-spaced) and submitted electronically. Reports are due the week the student returns to campus after completing their internship experience. If the internship experience is completed while school is not in session, the report is still due one week after the completion of the experience. Questions or concerns should be addressed by the Internship Coordinator.

B. Labeling

TITLE PAGE must consist of:

- Student name
- Ferris State University Student Number
- Major

- ❑ Course Number and Semester Enrolled
- ❑ Name of Company
- ❑ Location of Company
- ❑ Number of Guest Rooms (Hotel)
- ❑ Number of Seats (Restaurant)
- ❑ Supervisors Name
- ❑ Supervisors Title

C. Table of Contents

List each main topic and page number

D. Body of Report

- A minimum length equivalent to 10 double-spaced typed pages, excluding supplementary material, is required. Reports must have a 1 1/2" left margin, 1" right margin, and 1 1/2" border on the top and bottom.
- See the Report Content section for specific topics to be discussed in the report
- Each main topic must be capitalized and underscored with appropriate sub-headings.
- Supplementary materials, if any, (i.e. charts, maps, photographs, etc.) should be labeled and included in an appendix.

E. Required Supplements

The following must be completed by the internship employer supervisor and returned to the Hospitality Programs Internship Office:

1. **Evaluation forms:**
Each approved internship site receives two copies of the evaluation forms from the Internship Coordinator. The evaluation form must be returned to the Internship Coordinators office at midpoint and at the end of the semester. This form requires the signatures of both the evaluator and the student.
2. The following must be included at the end of the report:
 - a. **Letter of Verification:** on company letterhead including total hours worked, position(s) held, beginning and ending date of internship, and a management signature. (Request before leaving position).
 - b. **Resume:** updated to include internship work experience.
 - c. **Photograph or send digital attachment :** 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 at all possible).

- F. Students should make a copy of their Internship report** for their own protection in case of any loss during submission.
- G. Reports will be evaluated on form and content.**
- H. Reports that fail to meet requirements receive an "I" grade** (incomplete). If the appropriate corrections are not made within the following semester an Incomplete is changed to a "F" (failure).

REPORT 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 which follow.

I. Operational Case Study

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 local trading area.
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.
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 your 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, Special Event & Meeting Planning, Hotel Rooms or Food & Beverage
 - 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: (***HOMT 392 only**)
 - a. Reservations
 - b. Check-in and room assignment
 - c. Guest accounting
 - d. Check-out
 - e. Monitoring guest satisfaction with the services provided
3. Describe the means by which 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 an 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. Financial Management

1. What are the annual sales for the various profit centers: Rooms, food and beverage by unit, catering and retail stores, recreational facilities, etc.
2. What is the average occupancy rate for room (*HOMT 392)
3. What is the average room rate: How does this differ by market segment, time of year, day of the week, etc.? (*HOMT 392)
3. What is the average number of guests served per meal per day in each of the food and beverage outlets? (*RFIM 292)
5. What /percentages for each of the major expense categories?
6. How are budgets determined? Who is involved in the planning?
7. Describe the operational cost control procedures which are used to control the major expense categories?
8. What is the estimated market value of the property?

G. 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 managers 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?

BI-WEEKLY JOURNALS

A bi-weekly journal must be emailed by the student while on 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 you be more observant. Participant observation involves looking for patterns, processing what you have seen, discussed or read. The journal is meant to help you to be reflective, rather than just merely descriptive. It therefore differs from a diary or log. This will also aid you in preparing your final report.

Please answer the following questions in each bi-weekly journal:

- 1) Number of hours worked in the past week
- 2) Duties you performed
- 3) Describe the new training you received
- 4) Discuss any difficulties you encountered and your solutions
- 5) Goals for the coming week (relating to your work)

E-mail your journals to: doylej@ferris.edu

RESUME

An updated resume including the RFIM 292/HOMT 392 Internship Experience must be submitted with your final Internship Report. This must be free of grammatical errors.

EMPLOYER EVALUATION CRITERIA

Your employer will be evaluating you based on the following criteria:

- a) Personal Character Traits such as: maturity, judgment, enthusiasm, dependability, initiative,

- perseverance and self-confidence
- b) Work-related Character Traits such as: attitude towards work, willingness to learn, ability to follow directions, etc.
 - c) Personal Appearance such as: cleanliness, neatness, appropriate attire
 - d) Work Performance: amount of work accomplished, speed in performing work, quality of work
 - e) General Knowledge and Understanding of Business
 - f) Attendance



INTERN CHECKLIST

Before submitting your report, do you have all of the following?

____ Complete Typed Internship Report and Supplements

____ Updated Resume

____ Photograph or emailed digital attachment

