



FERRIS STATE UNIVERSITY
▶ COLLEGE OF BUSINESS

**Sports, Entertainment,
& Hospitality Management**

Hospitality Programs

Supervisor/Internship Site Guidelines

RFIM 292 Internship
HOMT 392 Internship

Revised 2008

Julie A. Doyle, CHE
Program Coordinator
Hospitality Programs
DoyleJ@Ferris.edu



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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, Hospitality Programs student must complete at least one approved Internship Work Experiences for a 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 min. hour internship
B.S.	Hotel Management	400 min. hour internship
B.S.	Resort Management	400 min. hour internship
B.S.	Hotel Mgmt w/ Rest. & Food Industry Mgmt AAS	400 min. hour internship

Minors

Club Management	400 min. hour internship
Special Event & Meeting Planning	400 min. hour internship
Restaurant & Food Industry/Hotel Management	400 min. hour internship

STUDENT REQUIREMENTS FOR RFIM 292 AND HOMT 392



- A. Before any Internship can be approved, the RFIM 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. No more than one internship may be earned for one summer's work regardless of a possible additional work load (i.e. more than 16 weeks, more than 40 hours per week, more than one job).
- C.
- 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.*
- D. 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**.



PLACEMENT FOR PROFESSIONAL WORK EXPERIENCES

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

- A.** RFIM/HOMT Internship **Work Experience Board**, West Commons 106
- B.** **Information Sessions** (company recruiters TBA)
- C.** F.S.U. Career Placement Office, RAN 243
- D.** **Internship Coordinator**, West Commons 106
- E.** F.S.U. Student Employment Office, Prakken Bldg.
- F.** **MIHEA Career Day**, TBA

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. In order for this report to be acceptable, the following things must be completed by the student's employer/supervisor:

- 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 (Copies on pg. 13-15).
- 2. Letter of Verification:** on company letterhead including total hours worked, position(s) held, beginning and ending date of internship, and a management signature. Student should request this before leaving their position, and student will include this letter in their report.
- 3. 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 on pg. 7).

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:
 - 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 "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. 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
3. What is the average room rate: How does this differ by market segment, time of year, day of the week, etc.?
4. What is the average number of guests served per meal per day in each of the food and beverage outlets?
5. What are the budget amounts/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 EMAIL JOURNAL

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 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. doylej@ferris.edu

MAILING ADDRESS

Internship Coordinator
Hospitality Programs
Ferris State University
1316 Cramer Circle WCO 106B
Big Rapids, MI 49307

1-800-4-FERRIS ask to be transferred to extension X2385

OR

Direct: 231-591-2385

FAX: 231-591-2998

E-Mail

DoyleJ@ferris.edu



Ferris State University
 College of Business
 Sports, Entertainment, & Hospitality Management Department
 Hospitality Programs
Employer's Internship Evaluation

Student _____

Position _____

Company _____

Directions for rating: Please circle the number which you believe best describes the student's performance relative to the trait being evaluated. If you did not have the opportunity to observe the trainee's performance relative to the trait being evaluated or feel that you lack the sufficient knowledge upon which to base an accurate appraisal, circle the X in the extreme right hand column. Please use the space provided below each category to extend your evaluation into areas not covered or to make any qualifying statements deemed necessary. When making your appraisal, please use the following criteria:

- | | |
|---|--|
| <p>5. Excellent
 4. Good (above average)
 3. Average</p> | <p>2. Poor (below average)
 1. Unsatisfactory
 X. No opportunity to observe</p> |
|---|--|

Personal Character Traits

Maturity	1	2	3	4	5	X	Self-Confidence	1	2	3	4	5	X
Judgment	1	2	3	4	5	X	Cooperativeness	1	2	3	4	5	X
Enthusiasm	1	2	3	4	5	X	Tact & Courtesy	1	2	3	4	5	X
Dependable	1	2	3	4	5	X	Resourcefulness	1	2	3	4	5	X
Initiative	1	2	3	4	5	X	Honesty/Integrity	1	2	3	4	5	X
Perseverance	1	2	3	4	5	X	Interpersonal Skills	1	2	3	4	5	X

Comments: _____

Work-Related Character Traits

Attitude towards work	1	2	3	4	5	X
Attitude towards superiors	1	2	3	4	5	X
Willingness to learn	1	2	3	4	5	X
Ability to think and act independently	1	2	3	4	5	X
Ability to follow directions	1	2	3	4	5	X
Ability to learn and supervise	1	2	3	4	5	X
Ability to conform to rules and regulations	1	2	3	4	5	X
Ability to communicate in oral expression	1	2	3	4	5	X
Ability to communicate in written expression	1	2	3	4	5	X

Comments: _____

Personal Appearance

Cleanliness	1	2	3	4	5	X
Neatness	1	2	3	4	5	X

Appropriate Attire 1 2 3 4 5 X

Comments: _____

Work Performance

Amount of work accomplished	1	2	3	4	5	X
Speed in performing work	1	2	3	4	5	X
Quality of work	1	2	3	4	5	X
Organization of work	1	2	3	4	5	X
Improvements	1	2	3	4	5	X

Comments:

General Knowledge and Understanding of Business

General Knowledge and Understanding of Business 1 2 3 4 5 X

Comments:

Attendance

Number of days absent: _____ Number of days late: _____

What pleased you most about this trainee's performance?

What specific factors in this trainee's performance require improvement?

Return to:

Julie A. Doyle, CHE
Program Coordinator
Hospitality Programs
Ferris State University
1319 Cramer Circle, WCO-106
Big Rapids, MI 49307

Signature of Evaluator Date

Title Date

Signature of Student Date

Ferris State University
 College of Business
 Sports, Entertainment, & Hospitality Management Department
 Hospitality Programs
Employer's Internship Evaluation

Student _____

Position _____

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Enthusiasm	1	2	3	4	5	X	Tact & Courtesy	1	2	3	4	5	X
Dependable	1	2	3	4	5	X	Resourcefulness	1	2	3	4	5	X
Initiative	1	2	3	4	5	X	Honesty/Integrity	1	2	3	4	5	X
Perseverance	1	2	3	4	5	X	Interpersonal Skills	1	2	3	4	5	X

Comments: _____

Work-Related Character Traits

Attitude towards work	1	2	3	4	5	X
Attitude towards superiors	1	2	3	4	5	X
Willingness to learn	1	2	3	4	5	X
Ability to think and act independently	1	2	3	4	5	X
Ability to follow directions	1	2	3	4	5	X
Ability to learn and supervise	1	2	3	4	5	X
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Comments: _____

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Cleanliness	1	2	3	4	5	X
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Appropriate Attire 1 2 3 4 5 X

Comments: _____

Work Performance

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Quality of work	1	2	3	4	5	X
Organization of work	1	2	3	4	5	X
Improvements	1	2	3	4	5	X

Comments:

General Knowledge and Understanding of Business

General Knowledge and Understanding of Business 1 2 3 4 5 X

Comments:

Attendance

Number of days absent: _____ Number of days late: _____

What pleased you most about this trainee's performance?

What specific factors in this trainee's performance require improvement?

Return to:

Julie A. Doyle, CHE
Program Coordinator
Hospitality Programs
Ferris State University
1319 Cramer Circle, WCO-106
Big Rapids, MI 49307

Signature of Evaluator Date

Title Date

Signature of Student Date

