

*Zur 100*  
**Applied Internships**  
Spring, 2017

**Instructor:** Professor Elavsky

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**Office:** Dept. of Media Studies and Journalism; 603

**Office Hours:** MW:10- 12;by appt.

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**COURSE DESCRIPTION:**

An internship experience provides the student with an opportunity to explore career interests while applying knowledge and skills learned in the classroom in a work setting. The experience also helps students gain a clearer sense of what they still need to learn and provides an opportunity to build professional networks.

**LEARNING GOALS:**

The internship will provide students with the opportunity to:

- Gain practical experience within the business environment.
- Acquire knowledge of the industry in which the internship is done.
- Apply knowledge and skills learned in the classroom in a work setting.
- Develop a greater understanding about career options while more clearly defining personal career goals.
- Experience the activities and functions of business professionals.
- Develop and refine oral and written communication skills.
- Identify areas for future knowledge and skill development.

**CLASSROOM:**

The Schoology LMS will supplement our classroom meetings for this course. Course information and assignments can be found there, and your completed assignments submitted there. Forms that require a signature must be scanned, faxed, mailed, or hand-delivered (i.e. Memorandum of Agreement).

**READINGS** (excerpts from the following, which will all be provided to you):

Berger, L. (2012). *All Work, No Pay: Finding an Internship, Building your Resume, Making Connections, and Gaining Job Experience*. New York: Ten Speed Press

Ciofalo, A (Ed.) (1992). *Internships: Perspectives on Experiential Learning*. Malabar, FL: Kreierger Publishing

Kiser, P. (2008). *The Human Services Internship: Getting the Most from your Experience*. 2<sup>nd</sup> ed. Belmont, CA: Brooks/Cole

Perlin, R. (2011) *Intern Nation*. London: Verso

Sweitzer, F and King, M. (2014). *The Successful Internship: Personal, Professional, and Civic Development in Experiential Learning*. 4<sup>th</sup> ed. Belmont, CA: Brooks/Cole

## COURSE CREDIT:

Students must complete the following number of work hours to receive course credit for their internship.

1 hour of credit	=	67 hours of work
2 hours of credit	=	134 hours of work
3 hours of credit	=	211 hours of work
4 hours of credit	=	278 hours of work

## ASSIGNMENTS AND GRADING:

Pre-Internship Quiz	5%
Memorandum of Agreement	5%
Organizational Introductory Paper	10%
Reflective Journal Assignments	10%
Internship Experience Report, Resume And Internship Time Verification	40%
Evaluations	10%
Presentation/Final Class	20%

## EXPECTATIONS:

To receive credit for the internship, you are required to attend class, complete all assignments and turn them in by the deadline, and present yourself in a professional manner at all times. You are responsible for all materials and announcements related to the course. Additionally, you are representing yourself, the CzechMates Program and Masaryk University as a CzechMates intern at the organization. Please keep in mind that you are expected to:

1. Arrive at work as scheduled, ready to work, and stay for the agreed upon time
2. Present yourself in a professional manner at all times, including being appropriately dressed for your workplace
3. Communicate any concerns with your supervisor and the internship coordinator in a timely manner and respectfully
4. Demonstrate enthusiasm and interest in what you are doing; ask questions and take initiative as appropriate
5. Complete and submit assigned tasks by designated timelines. Meet all deadlines
6. Participate in assigned meetings at work and with the internship coordinator
7. Keep track of and accurately report internship hours worked

**You should consider your commitment to this internship as a formal professional responsibility, similar to how you will approach your first full-time employment opportunity after college. Doing so shows respect and demonstrates dedication to your learning and the fulfillment of this prospect's potential. It is your investment in your education along a range of opportunities. It should be considered and engaged as such. Repeated failure to adhere to these standards will result in a formal review and potential academic consequences, up to and including dismissal from the CzechMates program.**

**CLASS:** We will meet weekly as a group to discuss the readings and the ideas therein as they directly relate to your experiences in the internship itself. Key to this is sharing the insights you are garnering with your classmates as an active and developing dialogue across the semester. We will address the internship experience theoretically from a variety of perspectives, ranging from the philosophical to the pragmatic culminating with practical assignments (related to the development of your resume, narrative statements, "elevator pitch" interview skills, etc.) which concretely incorporate a more sophisticated and holistic representation of your learning -- across the spectrum of your study abroad experience -- into your professional demeanor and presentation.

**ACADEMIC INTEGRITY STANDARDS:**

Academic integrity is the pursuit of scholarly and creative activity in an open, honest and responsible manner, free from fraud and deception, and is an educational objective of the CzechMates Program and Masaryk University. Cheating – including plagiarism, falsification of research data, using the same assignment for more than one class, turning in someone else’s work, or passively allowing others to copy your work – will result in academic penalties at the discretion of the instructor. In serious cases, it could also result in suspension or dismissal from the University or in the assignment of an “XF” grade (failed for academic dishonesty). Any student with a question about academic integrity or plagiarism is strongly encouraged to discuss it with me.

**SPECIAL NEEDS:**

If you require accommodation in relation to the course (e.g., chronic illness, pregnancy, learning disability, religious holiday), please notify me and your supervisor as soon as possible so that we can determine appropriate modifications to the course schedule, due dates, or work arrangements.

**ASSIGNMENTS:**

**Include the following information on all assignments:**

NAME, COMPANY NAME, ASSIGNMENT, DATE

**1. Pre-Internship Quiz..... 5%**

The quiz will examine your knowledge and comprehension of the internship course as well as the expectations and overall guidelines of a successful internship.

**Due Date: First Week of Class**

**2. Learning Objectives and Memorandum of Agreement..... 5%**

This memo is a collaborative effort between you and your supervisor and outlines the five main learning objectives for your particular internship. Appendix A provides information on writing your learning objectives and a sample memorandum of agreement.

**Due Date: Second Week of internship.**

**3. Organizational Introductory Paper.....10%**

This assignment provides the student with an opportunity to learn about the organization as a whole and his/her role within the organization. Appendix B provides additional information about this assignment.

**Due Date: Third Week of internship**

**4. Reflective Journal Entries..... 10%**

An excellent way to process what you are learning during your internship is to write about your experiences on a regular basis. Appendix C provides a guide for preparing your journal entries. The number of entries required depends on the number of credit hours you are receiving (e.g., the more credit hours, the more journal entries expected). In preparing the entries, practice effective business communication (e.g., spelling, grammar, conciseness).

**Due Date: Equally distributed over course of your internship (see Appendix C for more information)**

**5. Internship Experience Report and Updated Resume.....40%**

The Internship Experience Report provides an opportunity for you to reflect on your entire internship experience. This report should summarize what you learned, assess how successful you were in achieving your Learning Objectives, and highlight any other insights about the organization, industry, or career field. This assignment requires inclusion of an updated resume that includes your internship experience. Appendix D contains additional detail about the preparation of this report.

**Due Date: One week after end date of internship.**

**6. Evaluations.....10%**

Internships completed for credit require adherence to the guidelines previously established and set forth by your home institution. Information about these evaluations/transferring credit will be e-mailed to students and supervisors (internship and at your home institution) near the end of the internship. Students are required to submit their evaluation and supply contact information to ensure their internship supervisors receive the evaluation to complete.

**Due Date: Within one week after end date of internship.**

**7. Presentation/Final Class.....20%**

Students will present their work in a *mandatory class session* scheduled at the conclusion of the semester after you complete your internship. You will do a presentation during this class session. The 3-5 minute presentation will summarize salient elements of the internship experience. Appendix E describes the expectations for this assignment.

**Due Date:**

<b>SUMMARY OF ASSIGNMENTS</b>	<b>DUE DATE</b>
Submit: <ul style="list-style-type: none"><li>• Pre-Internship Quiz</li></ul>	First Week of Class
<ul style="list-style-type: none"><li>• Learning Objectives and Memorandum of Agreement</li></ul>	Second Week of internship
<ul style="list-style-type: none"><li>• Organizational Introductory Paper</li></ul>	Third Week of internship
<ul style="list-style-type: none"><li>• Reflective Journals Entries</li></ul>	Spread equally across your internship
<ul style="list-style-type: none"><li>• Internship Experience Report and Resume</li></ul>	Within seven days after the end date of internship
<ul style="list-style-type: none"><li>• Evaluations : Self and Supervisor</li></ul>	Within seven days after the end date of internship
<ul style="list-style-type: none"><li>• Presentation/Final Class</li></ul>	Final Week of Class

## APPENDIX A: LEARNING OBJECTIVES and MEMORANDUM OF AGREEMENT

### **PURPOSE OF LEARNING OBJECTIVES:**

Learning Objectives are statements that clearly define what you intend to learn during the semester. *Since the internship is also an academic endeavor, course credit is awarded for learning activities, not just for working.* The objectives should help the student, the Site Supervisor, and the Internship Instructor evaluate the learning progress at the conclusion of the experience. Learning Objectives should not try to cover all aspects of the internship, but rather focus on select areas that you will be exposed to throughout the internship. Each Learning Objective should involve new learning, expanded growth, or improvement on the job. Furthermore, the outcomes should benefit both you and the organization.

### **GUIDELINES FOR WRITING LEARNING OBJECTIVES:**

Please follow the guidelines to write your Objectives. You will be required to rewrite the Learning Objectives if they don't follow the guidelines. A rewrite must be submitted within **24 hours** after notification or you will receive a **5 point deduction** for every day that the rewrite is late.

As noted, writing the Learning Objectives is a collaborative effort between the student and the Site Supervisor. Both parties must agree on the objectives and consider the tasks that are necessary to accomplish them. A minimum of *five (5) Objectives* are required, however you can list and complete a maximum of *seven (7) Objectives*. Include the Learning Objectives as part of the Memorandum of Agreement. The *signed Memorandum* is due to the Internship Instructor no later than *the second week after the start of the internship*.

Each Learning Objective must be specific, measurable, limited to a single definite result, and have a completion date within the time period of the internship. A measurable Learning Objective is a statement that clearly and precisely describes what it is that you intend to accomplish by performing a task(s).

When developing the Learning Objectives:

- Avoid broad and general objectives; make them specific and as measurable as possible
- The objectives should be realistic considering the time constraint. How will I accomplish this objective (be specific)?
- What knowledge (be specific) do I want to acquire during this internship?
- What do I want to understand at the conclusion of this experience?
- What new skills do I want to master as a result of the internship?

The following are examples of **tasks or goals; they are not Learning Objectives**:

- I want to work on PowerPoint presentations.
- I want to answer questions about various programs offered.
- I will become an "organizational specialist."
- I want to undertake projects that enable me to gain further experience in sales.
- I want to participate as a team member in day to day office tasks.
- I want to be the best intern so that they'll offer me a job!
- I want to attend client meetings.
- I want to have fun.

Examples of strong **Learning Objectives** are:

- I want to improve my skills with the Bloomberg financial software by learning how to monitor certain asset classes through shadowing my supervisor and gaining hands-on experience.
- I want to network and establish professional contacts in the fashion industry by attending PR events and attending client meetings.
- I want to learn how to address buyers' questions relating to commercial real estate by accompanying a Licensing Associate during a property viewing.
- I want to learn the editorial process of magazine publishing by attending staff meetings and shadowing the Chief Editor.
- I want to become proficient in Microsoft Excel by creating financial spreadsheets to be used to conduct company financial analyses.
- I want to develop better people skills and learn how to establish a strong financial advisor relationship by attending client meetings and listening to phone conversations.

**GRADING OF LEARNING OBJECTIVES:**

Satisfactory assessment of the Learning Objectives is based on:

- Expressing what you plan to achieve throughout the internship and how it will be accomplished,
- Effectively relating academic learning to the internship experience,
- Adherence to the writing guidelines for Learning Objectives,
- Completing the assignment on time.

# Memorandum of Agreement

To:

From:

Date:

Re:

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This memorandum serves as an official agreement between my internship supervisor and me. We have agreed that I will be working for [*name of company*] in [*city, state/country*]. My supervisor is {*name, job title*}. My internship job title is [*internship job title*]. The internship dates are [*start date*] through [*end date*].

The primary learning objectives for this internship are:

- 1.
- 2.
- 3.
- 4.
- 5.

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Student Signature

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Supervisor Signature

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Date

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Date



## **APPENDIX B: ORGANIZATIONAL INTRODUCTORY PAPER**

### **PURPOSE OF ORGANIZATIONAL INTRODUCTORY PAPER:**

An Organizational Introductory Paper describes the organization as a whole and your place within it.

### **GUIDELINES FOR WRITING ORGANIZATIONAL INTRODUCTORY PAPER:**

Please follow these guidelines. Late papers will not be accepted. The student will be required to rewrite the paper if they do not adhere to the guidelines. Rewrites must be submitted within 24 hours after notification or the student will receive a 5 point deduction for every day that it is late. The Organizational Introductory Paper is due on the third week of the internship.

The Organizational Introductory Paper should be a *maximum of two (2) pages, typed and double-spaced, with Arial font, 1" margins, and 12 point type*. This paper must address the topics below, and use *"headings"* to divide each topic within your paper (i.e., Mission; Client/ Customers; Products/ Services; Key Personnel; My Exposure):

- The mission and type of industry of the organization
- The clients/customers of the organization
- The product/service of the organization
- The key individuals with whom you will be working
- Areas of the organization to which you will be exposed

### **GRADING OF ORGANIZATIONAL INTRODUCTORY PAPER:**

Satisfactory assessment of the Organizational Introductory Paper is based on:

- Comprehensive background knowledge relating to the internship organization (i.e. Mission/Industry, Clients/ Customers, Products/ Services, etc);
- Clear understanding of your role/responsibilities, and that of others you will be working with;
- An understanding of what you will experience throughout the experience;
- Adherence to the writing guidelines for Organizational Introductory Paper;
- Timely completion.

## APPENDIX C: REFLECTIVE JOURNALS

### **PURPOSE OF REFLECTIVE JOURNALS:**

The Reflective Journals are the primary place for demonstrating meaningful reflection as you address the Learning Objectives; resolve problems and challenges, and document observations and feelings relating to your internship. The goals of the reflective journal are:

- To provide a forum for deep reflection on the internship experience (i.e. observations, projects/ tasks, challenges, etc.);
- To provide an opportunity to highlight the progress towards achieving the intern's Learning Objectives;
- To provide a venue for the Internship Instructor's constant monitoring, coaching, and assessment of the internship experience.

### **GUIDELINES FOR WRITING REFLECTIVE JOURNALS:**

The following guidelines will be strictly enforced. **Late entries will not be accepted.** The student will be required to rewrite the journal entry if they do not adhere to the guidelines. Rewrites must be submitted within 24 hours after notification or the student will receive a 5 point deduction for every day that it is late. Reflective Journals should be a *maximum of one (1) page (250 words, roughly), and posted online in our LMS*. The journal entry must address the topics below, and use "*headings*" to divide each reflection topic within your journal (e.g., Specific Tasks; Learning Objectives; Challenges & Resolutions):

- Specifics about jobs/tasks/projects accomplished, and how classroom knowledge has helped?
- Progress towards achieving Learning Objectives; what did you learn and how did you learn it?
- Problems encountered with job assignments or work environment, and efforts towards resolution.
- Description about what is most impressive about your internship to date.
- Expectations for the following weeks.

*Tip:* It is recommended that you keep a daily log that documents your experience. Set aside at least 20 minutes, preferably at the same time each day, to write. Make writing in the journal a "habit" or the weeks will fly by and you will have little record of your experience for future reflection. Consider addressing the following questions on a daily basis:

- What did I learn today?
- What challenges or frustrations did I encounter today?
- How did I use critical thinking or problem-solving to address this issue?

*Please make certain that the Internship Instructor receives the journal at the scheduled times.*

### **GRADING OF REFLECTIVE JOURNALS:**

The Reflective Journals are worth 10% of the total grade. The number of journal entries you must submit is tied to the number of credit hours you are receiving for the internship and should be equally spread out over the time you are doing the internship. For instance, if you are receiving three hours of internship credit across the semester you would be required to do six journal entries spread over the 15 weeks of work.

- 1 semester hour credit = 2 Reflective Journal Entries
- 2 semester hours credit = 4 Reflective Journal Entries
- 3 semester hours credit = 6 Reflective Journal Entries
- 4 semester hours credit = 8 Reflective Journal Entries

Note: Please include an interview with a professional from your field of interest as one of your required journal entries. Develop a set of questions that will provide you with the information about the professional such as:

- What are the most important knowledge, skills, and abilities needed by someone in this field?
- What would good entry-level jobs for gaining experience to become [fill in name of job title of person you are interviewing]?

Satisfactory assessments of the Reflective Journal Entries are based on:

- Evidence of thoughtful reflection, critical thinking, problem solving, complex interpretation;
- Consistent reference toward achieving your Learning Objectives;
- Demonstrated awareness of self in the work environment and the role of others;
- Adherence to the writing guidelines for Reflective Journals and timely completion.

## **APPENDIX D: INTERNSHIP EXPERIENCE REPORT AND UPDATED RESUME**

### **PURPOSE OF THE REPORT:**

The final paper provides an opportunity to reflect on the entire internship experience. The report should summarize your learning, assess overall success in achieving your Learning Objectives, and highlight any additional insights about the organization, industry, or career field. The goals of the report are:

- To provide an opportunity for the student to reflect on and synthesize the full experience, and to analyze personal and professional effectiveness;
- To facilitate closure of the internship experience.

### **GUIDELINES FOR THE REPORT:**

The following guidelines will be strictly enforced. Late papers will not be accepted. Students will be required to rewrite the final paper if they do not adhere to the guidelines. Rewrites must be submitted within **24 hours after notification** or the student will receive a 5 point deduction for every day that it is late.

The Report should be a *maximum of five (5) pages, typed and double-spaced, with Arial font, 1" margins, and 12 point type*. The final paper must address the topics below, and use "*headings*" to divide each reflection topic within your paper (e.g. Company's Strengths & Opportunities; Learning Objectives; Challenges & Resolutions):

The final paper **must** include an Introduction of your paper as well as-

#### **Company's Strengths & Opportunities**

- Your observations of the company's strengths and opportunities
- Your perceived strengths and opportunities
- What was your biggest challenge during this internship?

#### **Learning Objectives**

- **List of each Learning Objective** and discuss the extent to which the objective was met as well as the tasks you did to accomplish the objective.
- If an objective was not accomplished, then an explanation should be provided as to why, and what was accomplished in place of that objective.
- What would you have done differently in order to accomplish an objective that was not met?

#### **Challenges & Resolutions**

- What skills do you wish you had acquired before beginning this internship that would have made it easier for you to complete assigned tasks?
- How were you able to apply classroom knowledge to your internship experience?

#### **Reflection**

- How can you (or other interns) utilize this experience when re-entering the classroom or workplace?
- What characteristics would the ideal intern possess to excel at this internship site?
- How has this internship solidified or changed your career focus?

### **GRADING OF INTERNSHIP EXPERIENCE REPORT:**

Satisfactory assessment of the Final Reflection Paper is based on:

- Demonstrated ability to synthesize and analyze the experience;
- Demonstrated awareness of self as an experiential learner;
- Adherence to the Final Paper guidelines.

### **UPDATED RESUME:**

Include a copy of your updated resume with your internship experience listed.

**MOCK INTERVIEW:** Each student will engage in a mock interview at the conclusion of the course as a means to assist them in integrating their internship experience more effectively into their professional development. Assessment feedback will be provided by the Internship instructor so as to augment the student's acumen in relation to advancing their overall professional demeanor and skillset.

**APPENDIX E: INTERNSHIP FINAL PRESENTATION- Elevator Pitch Evaluation Form**

**Student Intern:** \_\_\_\_\_  
**Internship Site:** \_\_\_\_\_  
**Faculty Evaluator:** \_\_\_\_\_ **Time:** \_\_\_\_\_ **KOBC** \_\_\_\_\_

Prepare a 3-4 minute elevator pitch/presentation about your internship experience. You should address the following (three or more) questions as you embark in a conversation with your future potential employer.

1. What did the internship entail?
2. What types of projects did you work on?
3. As result from your internship, what did you learn about yourself/the industry?
4. Why are you interested in the field in which you interned?
5. What academic coursework assisted in your success in the internship?
6. What would you have done differently in relation to the internship?

**SUPERVISOR’S ASSESSMENT:**

Please rate the students on the following: (1 being the lowest and 5 being the highest)

1. The student’s posture, confidence, tone and dress (business casual).

1      2      3      4      5

2. The student’s overall description of their internship.

1      2      3      4      5

3. The student’s overall accomplishments during the internship.

1      2      3      4      5

4. The student’s knowledge of the industry in which they interned.

1      2      3      4      5

# Internship Time Verification Document

This document serves as the official internship time verification for proof of hours completed at my internship. As an intern with *[name of company]* in *[city, state/country]*, I have completed *[number of internship hours]* for *[# of registered credit hours]*.

Print Name *[intern]* \_\_\_\_\_

Signature *[intern]* \_\_\_\_\_

Date \_\_\_\_\_

Print Name *[supervisor]* \_\_\_\_\_

Signature *[supervisor]* \_\_\_\_\_

Date \_\_\_\_\_