

## Management 697 (001) – Spring 2016 Internship Course

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### Course Description

The purpose of the internship course is to give Anderson School of Management students the opportunity to gain valuable work experience within an organizational environment while earning academic credit. For full credit, this experience is more than simply a hands-on practicum. It is designed to foster deep reflection on how the internship experience connects to academic work and concepts.

Internships must be vetted and approved through the Anderson Career Services Center. This includes Faculty Concentration Advisor approval, either prior to the start of the semester or within the first week of the semester. Internships can be for free elective credit or count towards a student's concentration. For concentration credit, a student must meet with his or her concentration advisor prior to the start of the internship to determine additional academic deliverables.

For internship options, visit Lobo Career Connection at <https://unm-csm.symplicity.com/students/> or the Anderson Career Services weekly internship list at <http://connect.mgt.unm.edu>. If you would like to schedule a personal appointment with Kate Williams, Anderson's Career Services Manager, call 505.277.3270.

### Course Objectives

In this course, students will:

- Engage in practical work experience in an organizational environment.
- Gain experience with experiential learning through a valuable hands-on practicum.
- Demonstrate the ability to integrate theory and practice.
- Exhibit in-depth reflection, analysis, and reasoning skills to propose solutions to real business problems.
- Document knowledge and experiences gained through the internship to augment the students' academic studies.

### Textbook(s)

There are no required textbooks for the course.  
All course materials are delivered via learn.unm.edu.

## Internship Requirements:

- Interns must work at least 160 hours during the semester. Spring semester runs from January 18 – May 14.
- Internships must be vetted and approved by your Academic Faculty Concentration Advisor and Anderson Career Services Center staff.
- Interns must have an Employer Internship Supervisor to train, mentor, and evaluate him/her.
- Internships can be a paid or unpaid position; if unpaid, the internship must meet Department of Labor ‘test for unpaid Interns. Please see <http://www.dol.gov/whd/regs/compliance/whdfs71.htm> for complete information.
- Internships must be completed within the semester the student is registered for the course, that is, credit for past work cannot be applied.
- This course may only be taken once for credit towards the completion of a degree.

## Non Concentration Credit Grading Criterion

Completion of internship requirements (vetted and approved internship, minimum of 160 certified hours by intern supervisor, and work completed in current semester)	<b>30%</b>	<b>Completion</b>
Final STAR Worksheet	<b>10%</b>	<b>Completion</b>
Final internship objectives paper	<b>15%</b>	<b>See Rubric below</b>
Four reflection papers	<b>20%</b>	<b>See Rubric Below</b>
Final portfolio & presentation	<b>25%</b>	<b>See Rubric Below</b>

## Concentration Credit Grading Criterion

Academic Deliverable Grade (given by concentration advisor)	<b>60%</b>	
Completion of internship requirements (vetted and approved internship, minimum of 160 certified hours by intern supervisor, and work completed in current semester)	<b>12%</b>	<b>Completion</b>
Final STAR Worksheet	<b>4%</b>	<b>Completion</b>
Final internship objectives paper	<b>6%</b>	<b>See Rubric below</b>
Four reflection papers	<b>8%</b>	<b>See Rubric Below</b>
Final portfolio & presentation	<b>10%</b>	<b>See Rubric Below</b>

### ***Additional Academic Deliverables for Concentration Credit***

*To receive Concentration credit for the internship, the student and his/her Academic Faculty Concentration Advisor should come to an agreement on the academic deliverable(s). The exact form of this academic deliverable is left to the discretion of the Academic Faculty Concentration Advisor. However, the Academic Concentration Advisor would check that: (a) the learning was focused within the concentration area of the student; and (b) the student has attained and demonstrated proficient mastery of the material related to the internship.*

*Additional academic deliverables for **CONCENTRATION** credit could include, but are not limited to, the following:*

- 1. A written report*
- 2. Quantitative and/or qualitative results of the internship project (validated by the employer internship supervisor)*
- 3. Oral and/or written examination*

*These deliverables should be submitted to the Academic Faculty Concentration Advisors no later than **April 29**. By **May 11**, the Faculty Advisor needs to provide the internship instructor a grade for academic deliverables. This grade will be averaged with the grade earned for the deliverables above to provide a final grade for this course.*

## **SWOT Analysis (Due February 14<sup>th</sup>)- Use SWOT Template on UNMLearn**

The SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) is a powerful tool used in business often to help with strategic decisions. For example, Bob may be contemplating opening a hamburger restaurant in close proximity to well established national chains. What are the strengths of Bob's restaurant concept (popular local recipe that has won at state fair 5 years in row). His Weaknesses (lack of connections/contacts in food service industry, low cash reserves). His Opportunities (market popular burger recipe to local community as alternative to major chains). Threats (major chains ability to offer lower prices).

For this exercise look at yourself as a Company/Organization and conduct a SWOT analysis on yourself. Specifically related to your career development (advancement/promotion, getting new job, maintaining job security, etc). Example: John Doe worked at Frontier for 2 years prior to his internship at XYZ Investments and aims to get a full-time offer as an Analyst for XYZ Investments. *Note: Try to frame your SWOT strategically accounting for what your goal is with your internship (get full time offer, build resume for other job, learn if industry is right fit, etc).* John's SWOT could account for: Strengths (use of social media / new technology). Weaknesses (not current on global financial news). Opportunities (leverage social media knowledge to help XYZ Investments re-evaluate it's marketing systems). Threats (outside candidates interviewing for full-time Analyst position).

Complete SWOT worksheet and write minimum 2-pages (double spaced) elaborating on how you can turn "weaknesses" into "strengths", leverage "opportunities", minimize "threats", build upon "strengths", etc. *Assignment not graded.*

## **STAR Worksheet-Core Competencies- (Pre Due February 14<sup>th</sup> & Final Due April 24<sup>th</sup>)**

It is clear that you know how to interview effectively given your internship positions. Yet, it is likely that most will encounter another interview at some point in the future (new job, advancement opportunity, etc). The purpose of this assignment is to increase your marketability as professionals. Behavioral Based Interviews are common in today's business world. Knowing how to effectively sell yourself in these situations is an asset. We will discuss the details of this assignment during our class meeting but as an overview you will complete one STAR worksheet at the beginning of the semester and another at the end. Only the last (final) STAR worksheet will be graded. The worksheet will have you list 2 stories (personal examples) under each of the below Core Competencies utilizing the STAR method.

Core Competencies: Sales and Persuasion, Customer Services and Conflict Resolution, Multi-Tasking Abilities, Analytical Skills, Organization Skills, Teamwork Skills, Work Ethic, Flexibility, Dependability, Goal-Oriented and Results Driven, Leadership Skills

## Internship Objectives List (Due February 19<sup>th</sup>)

**Instructions** = Submit a list of at least 5 key objectives you plan to accomplish during your internship. Include a mix of both Career and Internship/Task specific objectives. Below each objective, add a few sub-bullets to further detail how you plan on accomplishing each objective. This is arguably the most important part of the class in which you will articulate your internship goals or game plan. Be as thoughtful as you can. *Assignment not graded.*

Examples of Career Objectives = Improve my skill set in presenting to groups of people, improve my self-confidence in interacting with management, to become better at planning, etc.

Examples of Internship/Task Objectives = Learn how to create an excel spreadsheet with macros, etc.

## Final Internship Objectives Paper (Due April 24<sup>th</sup>)

Here you will write a paper and elaborate on the progress you have made towards each objective you originally listed at the beginning of the semester. As you complete your internship, specific duties, tasks, projects, and outcomes should be mentioned under each objective heading. The **final completed paper** should be approximately 2-4 pages double spaced.

Areas of Assessment	Absent 69 or below	Needs Improvement 79-70	Adequate 89-80	Good 97-90	Excellent 100-98
<b>Map internship objectives with specific duties, tasks, outcomes, and projects and explain the connections</b>	Majority of content is missing, incomplete, and/or extremely inaccurate	Content shows very basic understanding, and includes several inaccuracies	Content is mostly accurate and shows a basic understanding of key requirements (e.g., clear objectives, work examples, and explanations)	Content is accurate and shows clear understanding of key requirements with basic evidence and explanation connecting objectives and work.	Meets and exceeds "Good" criteria with thorough explanation, reflection, and numerous specific examples connecting objectives with work

## Reflection Papers

Four reflection papers are due. Each paper has a theme and must include personal reflections and specific examples. Submissions must be a minimum of 2-pages double spaced. Please submit via UNM Learn.

Theme	Description	70-80	80-90	90-100
#1 Work Environment	Beyond the obvious, how is learning in a work environment different than a classroom? Analyze your work setting, how is it facilitating your learning and what could be improved?	Needs Improvement Content is mostly accurate and shows a basic understanding of key requirements (e.g., examples, reflection, and connections).	Adequate Content is accurate and shows clear understanding of key requirements with basic evidence and explanation connecting examples with <b>personal reflection</b> . However, all posed questions are not answered clearly	Good Meets and exceeds "Good" criteria with thorough explanation, reflection, and numerous specific examples illustrating rational connections between examples and <b>personal reflection</b> . All posed questions are answered clearly
#2 Academic Preparation	Did your academic coursework prepare you for this internship? If so, how? If not, why and what would have helped?			
#3 Evidence of Personal Growth	What have you learned about yourself as a result of your internship? What have you learned about the business world? Discuss how your internship relates to your career goals.			
#4 Problem Solve	If you could start your internship over, what would you do differently? How would you set yourself up for greater success?			

## Final Portfolio (Due May 8<sup>th</sup>)

How you choose to present your portfolio is part of the final grade. Be **professional**, but ensure the following sections are presented in a single PDF document submitted on UNM Learn...a minimum of 2 pages per section (**\*unless otherwise noted in below section**).

- A certification of 160 work hours by your Internship Supervisor (single page)
- Executive Summary of Company
  - Background/history
  - Organizational structure
  - Describe how the company generates revenue and if applicable...makes a profit
  - Describe how the company brings its products/services to the market

- Stakeholder Analysis
  - Description of each stakeholder group
  - Describe how they are inter-related
  - How does the company actively meet stakeholder needs
  
- SWOT Analysis (*Strengths, Weaknesses, Opportunities and Threats analysis of your company*)
  - Briefly describe the strengths and weaknesses of the company and the opportunities and threats that face the company
  
- Differentiation (*\*1 page minimum*)
  - How does your firm differentiate itself from the competition (*use examples*)
  
- Strategic Recommendations (*for firm*)

## **Presentation**

Each student will be given a strict five minutes to present. Presentations will be available to supervisors, faculty advisors, future interns, and other community members, so polish your presentation and use this as an opportunity to showcase your skills. Below is an outline for the presentation.

- Introduction
  - Name, Internship Title, Internship Company
- Statement of Work
  - What were the agreed upon objectives?
  - How does it connect to your academic work (coursework)?
- Outcomes
  - What did you accomplish?
- Reflection
  - How did your internship resonate with your personal goals and development?
  - Any surprises?
  - How did the experience help you grow and learn?
  - Based on your internship experience, what is your #1 piece of advice for your fellow students?

	69 or below	70-79	80-89	90-97	97-100
<b>Presentation</b>	Presentation content is missing, incomplete, and/or extremely inaccurate	Presentation shows very basic understanding, and includes several inaccuracies	Presentation is mostly accurate and shows a basic understanding of key ideas	Presentation is accurate, thorough, and shows clear understanding through appropriate explanation and examples	Meets and exceeds “Good” criteria with attention to time limits and effective presentation techniques

<b>Areas of Assessment</b>	Absent	Needs Improvement	Adequate	Good	Excellent
	69 or below	79-70	89-80	97-90	100-98
<b>Executive Summary of Company</b>	Majority of content is missing, incomplete, and/or extremely inaccurate	Content shows very basic understanding, and includes several inaccuracies	Content is mostly accurate and shows a basic understanding of company	Content is accurate, thorough, and shows clear understanding through appropriate explanation.	Meets and exceeds “Good” criteria
<b>Stakeholder Analysis</b>	Majority of content is missing, incomplete, and/or extremely inaccurate	Content shows very basic understanding, and includes several inaccuracies	Content is mostly accurate and shows a basic understanding of key ideas	Content is accurate, thorough, and shows clear effort to explain all stakeholders and how they are interrelated	Meets and exceeds “Good” criteria
<b>SWOT Analysis</b>	Majority of content is missing, incomplete, and/or extremely inaccurate	Content shows very basic understanding, and includes several inaccuracies	Content is mostly accurate and shows a basic understanding of key ideas	Content is accurate, thorough, and shows how the SWOTs are interrelated	Meets and exceeds “Good” criteria
<b>Differentiation</b>	Majority of content is missing, incomplete, and/or extremely inaccurate	Content shows very basic understanding, and includes several inaccuracies	Content is mostly accurate and shows a basic understanding of key ideas	Content is accurate, thorough, and clearly utilizes multiple “real-life” examples	Meets and exceeds “Good” criteria
<b>Strategic Recommendations</b>	Majority of content is missing, incomplete, and/or extremely inaccurate	Content shows very basic understanding, and includes several inaccuracies	Content is mostly accurate and shows a basic understanding of key ideas	Content is accurate, thorough, and shows an obvious creativity in ideas	Meets and exceeds “Good” criteria



<b>Creativity, Innovation, and Professionalism</b>	Project is not complete, poorly organized, and/or missing original work.	Information is largely “cut and paste,” and shows little evidence of originality in design and presentation	Organization and design shows thoughtful preparation and utilizes a variety of resources to create something original.	Meets “Average” criteria PLUS presents information in a visually engaging way.	Meets and exceeds “good” criteria to show clear ownership and understanding. Uses original work throughout.
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### Special Accommodations:

If you are a qualified person with disabilities who might need accommodations, please communicate with me as soon as possible so that we may assist you in meeting your needs by working with your internship provider to determine how those needs could be met. Accessibility Services (Mesa Vista Hall 2021, 277-3506) provides academic support to students who have disabilities. If you think you need alternative accessible formats for undertaking and completing coursework, you should contact this service right away to assure your needs are met in a timely manner. If you need local assistance in contacting Accessibility Services, see the Bachelor and Graduate Programs office.

### Introduction Class Meeting: TBD

<b>Assignment</b>	<b>Due</b>
<b>SWOT</b>	February 14
<b>STAR Worksheet (Pre)</b>	February 14
<b>Internship Objectives List</b>	February 19
<b>Reflection Papers</b>	
Paper 1	February 28
Paper 2	March 12
Paper 3	April 3
Paper 4	April 17
<b>STAR Worksheet (Final)</b>	April 24
<b>Final Internship Objectives Paper</b>	April 24
<b>Final Presentations</b> - (Location TBD) 5:30pm-7:00pm	May 6
<b>Final Portfolio</b>	May 8
<b>Completion of internship requirements</b>	May 8

## Grading Scale

The following is the grading scale.

100-90 % A      89-80 % B      79-70% C      69-60 % D      59% and below F

Minus (-) grades will not be given. Plus (+) grade will be awarded if all 3 of the below criteria are met:

- 1) All assignments are turned in at least 48 hours prior to due date
- 2) Emails that require a response are responded to within 48 hours
- 3) Not late to any scheduled meetings

*If the occurrence of a truly extraordinary event/circumstance (emergency, etc.) prevents you from meeting criteria, please contact the instructor for further discussion of continued eligibility for a plus (+) grade.*