

University of Louisville Sport Administration Program 2011-2012



UNIVERSITY OF
LOUISVILLE.

Undergraduate Internship Handbook **SPAD 402 Internships in Sport Administration**

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INTRODUCTION

Welcome to the Internship experience for Sport Administration students at the University of Louisville. If you have any questions, please feel free to contact any Sport Administration faculty member. Good luck and make the most of your experience. This course provides the Sport Administration student with valuable supervised practical experience working for a sport organization for a specified period of time. It will take years of experience and plenty of networking to obtain your "Dream Job", and it all begins with your first internship. **Success is most likely to occur when preparation meets opportunity.** It isn't enough just to be in the right place at the right time -- you also have to be prepared!!!! Also, the old saying "it's not what you know...but who you know" is not exactly the best approach. A better approach is "it's not what you know, but **who knows you**". Who knows you depends on your networking, preparation, and performance when given the opportunity. Your internship is your opportunity. Seize it.

The first step in the process is determining when an internship can be completed for academic credit in the Sport Administration Program. Even though a student may not seek academic credit for an internship before the following pre-requisites are satisfied, students are encouraged to gain as much hands-on experience as they can as soon as they can. Such hands-on experiences may be found in internships, volunteer opportunities, part-time jobs, class projects, and informational interviews. The Faculty Internship Coordinator or any Sport Administration Faculty member can help you develop a career plan and provide you with suggestions for gaining valuable sport industry experience prior to graduation. Before you can enroll in an internship in the SPAD program however, you must satisfy the following pre-requisites.

PRE-REQUISITES

Students must complete 60 total credit hours plus the following courses/hours prior to enrolling in the internship:

SPAD 381-Principles of Sport Administration
SPAD 382-Organizational Behavior
SPAD 383-Sport Marketing
SPAD ???-Any other 3 hour SPAD class

In addition, students must do the following:

1. Submit a **fully completed and signed** Application for the Internship program together with a **current resume**.
2. Receive approval for the internship from the Faculty Internship Coordinator for that semester before beginning work at the internship site.

SITE SELECTION

While Internship site selection is a shared responsibility between the student and the Faculty Internship Coordinator, the ultimate final responsibility for securing the Internship rests with the student. NOTE: Procrastination by the student could result in failure to secure an Internship at a preferred site during the desired semester. Internship position announcements are routinely posted on the SPAD bulletin board located in the HP Building. These announcements are updated regularly and provide the student with a broad range of potential internship site locations. In addition, the files for many sport organizations from a wide range of industry segments are

maintained in the Sport Administration offices. You may review these files at any time to help you identify areas of interest and contact persons.

The student needs to let the Faculty Internship Coordinator know her/his areas of interest so the Faculty Internship Supervisor can work with the student to determine availability of Internship positions, and appropriate contact persons. Students are encouraged to actively volunteer with organizations or events to identify areas of interest and create professional relationships with potential employers.

The student should give priority to an internship site which will provide him/her with the most meaningful and useful work experience. This could include things such as the opportunity to take on independent tasks, the availability of the Site Supervisor for mentoring and professional guidance, the level of responsibility for the assigned position, and the opportunity to use diverse skills and knowledge (computer skills, writing skills, communication skills, desktop publishing and design skills, sales and recruiting skills, organizational skills, and leadership skills).

Remember, the more experience you gain from your internship the better chance you will have to obtain your most desired job in the sport industry.

Once an Internship site is identified, the student is responsible for picking up application forms, sending resumes, scheduling interviews, etc. The steps for securing an Internship are similar to the steps for securing a job.

NOTE: Students are requested not to contact prospective placement sites until:

1. They have met with the Faculty Internship Coordinator to determine if they are in fact eligible for the Internship in a given semester.
2. They have met with the Faculty Internship Coordinator to discuss areas of interest to assist in appropriate placement.

WORDS OF ADVICE:

1. In order to be approved, the site must be sport industry related **and** have a managerial or administrative component.
2. University of Louisville athletes may **not** do an internship under the supervision of their sport's coaching staff.
3. Sports camps are not appropriate internships unless the student can demonstrate that he or she has significant managerial or administrative responsibilities.
4. It is not appropriate for an intern to be supervised by a family member or close friend.

MANDATORY ORIENTATION

Once the Internship Application is approved, the intern will be required to participate in an Internship Orientation to review course requirements and discuss internship goals and expectations. The Orientation schedule is always posted on the On-Line Schedule of Classes and throughout the HP Building. Students who plan on completing an internship out of state should contact the faculty internship coordinator well in advance to ensure that they attend the orientation session prior to departing. Students must attend the orientation in order to begin the internship.

REQUIRED ON-SITE WORK HOURS

For all **Undergraduate students** who were admitted prior to Summer 2010 must work at least 135 hours at their pre-approved internship site for every 3 hours of credit they will receive. Undergraduate students are required to complete 9 credit hours for their degree program resulting in 405 total contact hours. For all **Undergraduate students** who were admitted Summer 2010 or later must work at least 200 hours at their pre-approved internship site for every 4 hours of credit they will receive. Undergraduate students are required to complete 8 credit hours for their degree program resulting in 400 contact hours.

CRITERIA FOR EVALUATION

This internship course is graded on a pass/fail basis. In order to receive a passing grade (P), students must complete all assignments, earn a score of 80% on each assignment, **AND** turn in timely bi-weekly timesheets reflecting the required number of work/contact hours for their internship and activity logs describing their internship activities. Reminder: **ALL ASSIGNMENTS AND COURSE EXPECTATIONS MUST BE COMPLETED IN ORDER TO RECEIVE A PASSING GRADE.** Incomplete (I) grades will only be available to students who have satisfactorily completed all assigned work, but were unable to accumulate enough intern work hours during the defined semester dates. The intern must complete the necessary hours by the end of the semester immediately following the semester in which he/she enrolled in the internship or the (I) will automatically convert to a failing grade (U). Assignments and course expectations may include but are not limited to the following:

Graded Elements

Site Supervisor Evaluations (2)	20
Major Project	10
Faculty Site Visit	10
Resume Meeting, Revision & Cover Letter	10
Activity Logs & Article Industry Analysis	10
Presentation	10
Student Personal Evaluation	10
Online Quizzes	10
TOTAL	90

Undergraduate passing grade: 80% on EACH individual assignment

COURSE TEXT

Required: *Street & Smith's Sports Business Journal*. Please see the Faculty Internship Coordinator for subscription information. Students should be prepared to make payment for their subscription at the Orientation.

Recommended: Robinson, M.J, Hums, M.A., Crow, R.B., & Phillips, D.R. (2001). *Profiles of Sport Industry Professionals*. Gaithersburg, MD: Aspen Publishers, Inc.

COURSE OBJECTIVES

1. Students will have the opportunity to gain practical experience in a specific area in the sport industry under professional supervision and guidance.
2. Students will have the opportunity to apply theories and principles from their formal education to specific situations within the sport industry.
3. Students will have the opportunity to use interpersonal and professional communication skills.
4. Students will have the opportunity to learn to work with other individuals trained in the sport industry.
5. Students will have the opportunity to demonstrate creativity, initiative, and responsibility.
6. Students will have the opportunity to exercise and improve their time and stress management skills.
7. Students will have the opportunity to observe and analyze professional behavior in the sport industry.
8. Students will have the opportunity to demonstrate their problem solving skills.
9. Students will complete a resume that is appropriate for the sport industry.
10. Students will complete written reports enabling them to assess and evaluate their organization's business and management practices.

COURSE REQUIREMENTS

Even though an internship is intended to provide a student with practical work experience, the internship is also an academic course with corresponding assignments and projects. These assignments and projects should stimulate the intern to maximize his or her internship experience and integrate classroom learning with real world application.

Orientation Seminar

Students **must** attend an Orientation Seminar at the beginning of the semester in which they are doing an internship. The dates of the Orientation Seminar are posted on the Online Schedule of Classes. Attendance is mandatory. Students will review the course syllabus, and discuss internship objectives.

E-Mail

Each student **is required** to check their University of Louisville e-mail account. Periodically, notification of assignments will be sent via e-mail. Please check your U of L e-mail at least once a week for any new information regarding this class or your internship. You are responsible for regularly monitoring your e-mail messages.

Resume & Cover Letter

Each student must submit a current resume with his/her Application. The Faculty Coordinator will edit the resume and recommend changes or additions. Students must then revise and correct their resume and submit a final resume and cover letter to the Faculty Coordinator. Students are encouraged to ask the Faculty Internship Coordinator or their Site Supervisor for help. The due dates will be set at the beginning of each semester as provided in the Course Syllabus. The resume assignment will allow the intern to prepare an up-to-date resume and receive feedback from his/her Site Supervisor. A properly written professional resume is vital for securing a position in the sport industry.

Bi-Weekly Timesheet

Students will complete a Bi-Weekly Timesheet (an example is attached) containing hours worked for each two week period of the internship. The Timesheet is due on the Monday following the two-week period being reported. These reports will be used to keep track of the number of hours worked by the student. It is **HIGHLY** recommended that the student retain copies of their Timesheets and monitor the number of hours worked.

Students will not receive credit for hours that are not included in the Timesheet and submitted timely. Timesheets may be faxed if the internship site is not located in the Louisville area; however, the original Timesheets may be requested at any time containing original signatures of the site supervisor and intern.

A maximum of 50 hours per week can be counted towards the total hours required to complete the internship.

Activity Logs & Article Industry Analysis

Students will also keep a log of their activities and submit the log every two weeks during the internship along with the Timesheet. Log entries should identify the intern's activities and reflect on managerial decisions made during the two week period being reported. All Activity Logs must be typed and should be at least one page single spaced. The Activity Log **MUST** also contain at least one reference to current literature contained in SBJ or a trade journal relevant to the intern's sport industry segment. The log should explain the article and how/why it is relevant to the intern's previous two weeks experiences or activities. It is not necessary to attach a copy of the article unless requested to do so by the faculty coordinator. A proper APA citation must be used. **Students will not receive credit for hours that are not accompanied by an Activity Log with proper literature references and industry analysis.**

Site Supervisor Evaluations

Site Supervisors are requested to complete evaluations of the intern's performance in several areas such as communication skills, initiative, dependability, and professional behavior. The evaluation should help the students identify their strengths and weaknesses and provide feedback for improvement. Students must be evaluated by their Site Supervisor twice during the semester. Both a mid-term and final site evaluation will be sent directly to the Site Supervisor. It is the student's responsibility to remind the Site Supervisor of the due dates. Please give your Site Supervisors plenty of advance notice. Due dates will be set at the beginning of each semester.

Major Project

Students will complete a Major Project as part of the academic requirements for the internship. The Major Project is described later in this Handbook beginning on page 16. The due date will be set at the beginning of each semester as provided in the Course Syllabus. The Major Project should reflect the intern's understanding of the organization, operation, marketing, and

management of his or her site. The information in the Major Project requires the student to research his or her organization and apply principles learned in previous coursework.

Student Personal Evaluation

Students will complete a Personal Evaluation of the Internship site and experience. The Personal Evaluation should be typed using a word processor and utilize standard 1" margins written using 12 point Times New Roman or Courier font. An outline for the Personal Evaluation is included in this Handbook and is available on the course website. Due dates will be set at the beginning of each semester as provided in the Course Syllabus. These reports are designed to provide the Faculty Internship Coordinator feedback on the internship site and the intern's experience. This information is used to evaluate the site for future participation in the U of L internship program.

Faculty Site Visit

Students will also be evaluated by the Faculty Internship Coordinator or the graduate assistant at least once during the semester. It is the student's responsibility to schedule the site visit. Students should provide the Faculty Internship Coordinator with several available dates and times for the site visit and confirm that their Site Supervisor will be available to meet with the Faculty Internship Coordinator during the visit. The site visit typically lasts between 30-40 minutes and involves the Faculty Internship Coordinator meeting with the site supervisor to discuss the interns' performance and the internship program as a whole. In addition, the intern normally provides the Faculty Internship Coordinator with a tour of the organization's facilities and discusses some current work projects.

Final Exit Meeting and Presentation

Students will be asked to present a summary of their experience to the other students in an informal, roundtable discussion format. Presentation content and format is provided in the Course Documents area on Blackboard.

Students should avoid delivering an item by item survey of their presentation slides, but rather the goal is to provide for an interactive discussion among the other students. On average each student will only have about 5-10 minutes to summarize their experience, so plan accordingly.

Each student intern will prepare a PowerPoint presentation identifying their internship site/supervisor, summarizing their internship duties and responsibilities, summarizing the key points from their Personal Evaluation, and providing a general description of their Major Project.

The presentation may not exceed 6 slides (including the cover/title page) and should use Microsoft PowerPoint presentation software. Students do not bring a digital version of your presentation; instead, the presentation should be printed out using the 6 slides per page print settings in PowerPoint. Color printing is optional. The student should bring at least 10 Xerox copies to the presentation period to share with other students and the faculty supervisor. All students will discuss their presentation with the class in a roundtable format. Dress is business casual.

Attendance

An Internship is the equivalent of being a regular employee of your organization. You must be on-site whenever you are scheduled in order to maximize your experience. **IF FOR ANY REASON YOU MUST BE ABSENT, YOU MUST NOTIFY THE SITE SUPERVISOR.** Extended periods of illness, etc., may necessitate dropping the Internship that semester.

Professional Conduct

While working at the Internship site, you are considered a representative of that organization, and need to conduct yourself ethically and according to professional standards. Remember, you represent not only yourself, but your Internship site organization, the University of Louisville , and our Sport Administration Program. Leave a positive impression whereby employers will want more of our students as Interns or possibly hire you in a paid capacity!!

Americans With Disabilities Act

Any student in the course who has a disability that may prevent him/her from demonstrating his/her abilities should contact his/her Faculty Internship Coordinator personally as soon as possible to discuss accommodations necessary to ensure full participation and to facilitate his/her educational opportunities.

Termination of the Internship

Circumstances may arise which would cause an intern to desire or need to terminate an internship prior to the scheduled end date. If for any reason a student feels that early termination of the internship may be desired or needed, the student **MUST** meet with the Faculty Internship Coordinator and discuss the student's situation, desires, and needs. **Under no circumstances should a student prematurely terminate an internship without first notifying the Faculty Internship Coordinator.**

RESPONSIBILITIES OF THE SITE SUPERVISOR

Each student should fully discuss with the Site Supervisor the role the Site Supervisor plays throughout the internship process. Supervising an intern is a tremendous responsibility for the Site Supervisor. Each student should carefully consider whether the experience you will receive will benefit both you and the organization. The Site Supervisor's responsibilities include but are not limited to the following:

1. It is our hope that the Site Supervisor will allow the student the opportunity to grow professionally and to accept appropriate responsibilities at the Internship Site.
2. The Site Supervisor is the person to whom the student directly reports.
3. The Site Supervisor schedules the student's work responsibilities and assignments.
4. The Site Supervisor oversees all activities/projects/assignments.
5. The Site Supervisor provides regular contact with the student, including regularly scheduled conferences to provide ongoing feedback.

6. The Site Supervisor is responsible for completing mid-semester and final written evaluations of the student. The mid-semester and final evaluation will be reviewed by the Faculty Internship Coordinator and discussed with the intern during the evaluation conference. All evaluation instruments will be provided to the On-Site Supervisor by the Faculty Internship Coordinator.
7. The Site Supervisor oversees and verifies the hours worked by the intern, and signs the intern's Timesheets.

RESPONSIBILITIES OF THE FACULTY INTERNSHIP COORDINATOR

The Faculty Internship Coordinator has the following responsibilities:

1. The Faculty Internship Coordinator has final approval of the site selection for the Internship.
 2. During the Internship, the Faculty Internship Coordinator will evaluate the student, via an on-site visit (depending on distance).
 3. The Faculty Internship Coordinator is responsible for assigning the student the final grade for the course, based on the student's work, the On-Site Supervisor's input, and the on-site visits.
 4. The Faculty Internship Coordinator is available to offer assistance, encouragement, support, and professional direction to the student during this experience.
 5. The Faculty Internship Coordinator is available to the Site Supervisor for any questions or concerns the Site Supervisor may have about an individual intern's performance or the internship program as a whole.
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The following acknowledgement is included on the Internship Application and must be signed by the Site Supervisor, Student, and Faculty Coordinator prior to the start of an internship.

Sample Approval/Acknowledgement of Internship

The site supervisor agrees that the student will undertake an internship experience with the sponsoring organization as described above. The site supervisor understands the student is seeking academic course credit, and agrees to supervise the activities of the intern, provide professional guidance, evaluate the performance of the intern, and verify the number of hours and quality of work performed by the intern. The student agrees to perform the duties described in the Internship Application on the dates as indicated. All parties understand an internship is intended to allow a student to gain valuable work experience relevant to the student's career in sport management. The Faculty Coordinator will provide the student and site supervisor with any necessary evaluation forms and meet with the student and site supervisor at least once during the internship unless a site visit is not feasible due to travel limitations.

Student _____ Date _____

Site Supervisor _____ Date _____

Faculty Coordinator _____ Date _____

UNIVERSITY of LOUISVILLE

Sport Administration Internship Program

INTERN TIMESHEET

Intern Name _____ Semester/Year: _____

Intern Site _____ City, State: _____

Week One	Date	Hours Worked
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		
Week Two	Date	Hours Worked
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		
		Total Hours

Signature of Site Supervisor

Date: _____

Signature of Student

Date: _____

Instructions for Completing Intern Activity Log

An Activity Log must accompany each Intern Timesheet. They may be sent separately as an email attachment **ONLY** for interns located outside the Louisville area. All local interns should attach it to their timesheet. The Activity Log should include the information requested below, and must also contain a discussion of current industry literature relevant to the internship industry segment. The discussion should explain at least one current article and how/why it is relevant to the intern's previous two weeks experiences or activities. It is not necessary to attach a copy of the article unless requested to do so by the faculty coordinator. A proper APA citation must be used.

Intern Name:

Date of Log:

Intern Site:

You must write (type) at least a **one page single-spaced** concerning your internship experiences during the previous two weeks. Entries should be both objective [who, what, when and where] and subjective [how and why]. Record events, issues, topics discussed, concerns, outcomes, decisions, etc. Make a note of the environment in which an activity or interaction occurred, and how people behaved and responded. Briefly describe a recent trade or business journal article and how it is relevant to your industry segment and your internship experience. Analyze and suggest alternative ways of handling interactions. Step back and ask yourself:

- a. Did I describe these activities specifically?
- b. What were my options for responding?
- c. Why did I choose the option I took?
- d. How might I have handled it differently?
- e. Why did the staff respond as they did?
- f. What did I contribute to the activities?
- g. What have I learned?
- h. How can I relate any of this to courses I have taken?

UNIVERSITY OF LOUISVILLE – SPORT ADMINISTRATION PROGRAM

INTERN PERSONAL EVALUATION ASSIGNMENT AND OUTLINE

The Personal Evaluation should be prepared by the intern and submitted on the due date indicated in the Course Syllabus. Please provide the information requested and answer the questions fully and completely. The more information and insight you can provide will not only help you to evaluate your experience and guide you in your future professional career choices, but it will also aid future Sport Administration students. The Personal Evaluation is typically **3-4 pages in length**, but if you have a lot to say and share, please feel free to write as much as you wish.

I. INTERNSHIP SITE LOCATION INFORMATION

- Include Site Supervisor's full name, title, company name, mailing address, phone number, and email

II. SUMMARY:

- Write a brief description of your internship experience.

III. IMPACT:

- What did you learn about yourself?
- In what areas did you experience the most personal growth?
- In what areas did you experience the most professional growth?
- What insights have you gained into the field of sport management?
- Based on your internship experience, what skills would you like to develop in preparation for your internship?
- How has the internship influenced your career goals? Please explain.

IV. EVALUATION:

- Did the internship experience meet your personal expectations?
- How would you assess your performance at the agency?
- Would you recommend this site to future internship students?

MAJOR PROJECT INSTRUCTIONS AND GUIDELINES

Every student must complete a Major Project as part of the internship curricular requirements. The Major Project should be developed in consultation with the site supervisor. The Major Project may be a task or combination of tasks that make a meaningful impact for your site organization and that also provided the student with a tangible work product suitable for demonstrating the intern's professional development.

Students must follow the instructions and requirements below:

- ❑ Undergraduate Students will complete a Major Project as described herein for each intern location regardless of the number of credit hours he/she is seeking. For example, if a student seeks internship credit hours at different internship site locations, he/she must complete a Major Project for **each** such site. In addition, if a student divides his/her internship credit hours over multiple semesters, he/she would have to complete multiple projects.
- ❑ Students must submit a written proposal for their project. Their proposal must be approved by the site supervisor and bear his/her signature of approval.
- ❑ The Major Project should include an appropriate cover page identifying the Student's Name, Semester, Project Title, and Internship Site Location.
- ❑ All projects should also contain a table of contents, headings, sub-headings, and page numbers and be assembled in a professional manner.

MAJOR PROJECT EXECUTIVE SUMMARY

Each Major Project should also contain an Executive Summary providing a brief organizational overview addressing the following areas:

A. INTRODUCTION: Provide a brief description of your company and the industry to which it belongs.

B. COMPANY DESCRIPTION: List the company name, type of business, location (full address, telephone #, fax, e-mail and web address), and legal status, e.g., corporation, sole proprietorship, partnership.

C. STATEMENT OF MISSION: Create or include an existing concise statement of company purpose.

D. PROPOSAL: Students should rewrite their proposal as an introduction to the project emphasizing the purpose of the project.

E. BODY OF PROJECT: Students must offer a portfolio of work on the project created. The body of the project should contain all material necessary to fully illustrate the comprehensive work done throughout the semester. The goal of this project is to provide the student a "hard" example of work done in the field that can be presented to future employers as documented experiences beneficial to the sport industry.

SAMPLE MAJOR PROJECTS

Students have completed a variety of major projects. Just a few examples of Major Projects include

- ❑ Facilities Renovation Plan
- ❑ Facility Usage Study
- ❑ Facility Usage Guide
- ❑ Promotional Materials Design & Implementation Strategy
- ❑ Marketing Plan
- ❑ Report of Consumer Research and Response Strategies
- ❑ Sponsorship Development Plan and/or Agreements
- ❑ Program Development Plan and Evaluation Strategies
- ❑ Media Guide
- ❑ Organizational Strategic Plan
- ❑ Policies and Procedures Manual
- ❑ Cost Analysis
- ❑ Facility or Program Needs Analysis
- ❑ SWOT Analysis
- ❑ Fundraising Plan
- ❑ Grant Writing
- ❑ Community Relations Activities
- ❑ Crisis Management Plan