

Minnesota State University, Mankato
Human Performance Department
HP 488 & 496 APPLIED SPORT BUSINESS AND INTERNSHIP SPORT MANAGEMENT

General Information

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Course Description:

This course is a supervised field experience related to the student's academic specialization associated with the disciplines of human performance. The course is designed as an individualized program of study that provides students an opportunity to meet their academic and professional goals through participation in a well-planned and organized practical experience.

Course Objectives:

- Students will gain practical experience in a specific area in the sport industry under professional supervision and guidance.
- Students will apply theories and principles from their formal education to specific situations within the sport industry.
- Students will develop interpersonal and professional communication skills.
- Students will cooperate with other individuals trained in the sport industry.
- Students will develop skills in creativity , initiative, and responsibility.
- Students will develop their time and stress management skills.
- Students will observe and analyze professional behavior in the sport industry.
- Students will demonstrate their problem solving skills.
- Students will develop a resume appropriate for the sport industry.
- Students will develop a LinkedIn profile appropriate for the sport industry.

Prerequisites:

The student must meet the following criteria prior to his/her enrollment in Internship or Applied Sport Business experience:

- A minimum cumulative grade point average of 2.5

- Completion of 12 core credit hours of academic course work in that major*
- Upper level student accepted into and making substantial progress in the major
- Must develop specific internship objectives related to the major
- Internship experiences cannot be used to replace required coursework
- Students can only start their internship experience after filling out the required documents and having registered for the internship course.
- Must have a signed contract by the student, the agency supervisor, and the faculty supervisor.
- Supervised by a faculty member in the major
- Must be supervised on an internship site

*May be waived with adviser approval pending a unique internship opportunity.

Required Text and Readings:

Sports Business Journal (SBJ) 12-16 week subscription, Athletic Business, or an equivalent trade journal for a particular sport industry.

<https://www.sportsbusinessdaily.com/College-University/Subscribe/College-Subscription.aspx>

Course Evaluation:

The Applied Sport Business class and Internship in Sport Management is an integral and essential part of the undergraduate sport management curriculum at Minnesota State University, Mankato. The student must complete an eight (8) credit hour internship requirement (8 credits = a minimum of 400 hours of intern work at an approved internship site). This course is graded on a pass/fail basis. In order to receive a passing grade (P), **students must accumulate at least 80%** of the total points available for graded areas as listed below. In Progress (IP) or 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 or who have not submitted the final LinkedIn project. The intern must complete the necessary hours and/or submit the LinkedIn project by the end of the semester immediately following the semester in which they enrolled in the internship or the grade will automatically convert to a (F). **The instructor reserves the right to submit an unsatisfactory grade for any intern who violates any university policy or any laws of the State of Minnesota or the state in which the intern is completing their internship or if the intern engages in any acts which expose the Minnesota State University Sport Management program to disrepute.**

Grading Criteria:

	TOTAL	100%
1. Internship Weekly Reports		20%
2. Internship Site Supervisor Mid-term Evaluation		10%
3. Internship Site Supervisor Final Evaluation		10%
4. Faculty Site Visit or Telephone Evaluation		10%
5. Final Project (3 parts)		50%
Part 1: Resume (10% of total grade)		
Part 2: LinkedIn (30% of total grade)		

Part 3: Personal and Site Evaluation Report (10% of total grade)

Internship Weekly Report

The student will be required to write a weekly report on their work experience. A detailed daily report must be written up reviewing one's duties, responsibilities, and reflections of the day. The report should include a reflection on the theoretical and conceptual base used for the practical work and provide evidence of the applied work undertaken. The reflections can be drawn from conceptual considerations and/or applied work from the core subjects of the sport management program: marketing, management, planning, information use/research, financial issues, human resource issues, sociology, legal issues, data analysis, technology, or other related areas. This report will assist the intern in reflecting on his/her experience and identifying areas for personal and professional growth. The student is expected to be thorough and precise and gain as much experience from the internship as possible. The report **MUST** be typed and **MUST** be at least a full-page. **This report 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 report should also explain the article read and how/why it is relevant to the intern's previous week experiences or activities. A proper APA citation must be used.**

Students will complete a timesheet (located at the beginning of the weekly report form) for each week worked at the internship site. The total number of hours worked by the student should also be tracked weekly. Any timesheets not submitted on the due date will not be included in the student's total work hours. Please be sure to total all hours worked for the week period being reported. **Weekly reports should be submitted in the proper dropbox in D2L by Monday morning at 11 A.M.**

NOTE: We anticipate that students will use these weekly logs to prepare for interviews. For instance, students can read over their weekly logs to refresh their memory regarding tasks, responsibilities, challenges, how they overcame those challenges, etc., prior to an interview. Then when they are asked questions during interviews that pertain to these types of questions, they are ready to address them with specific examples.

Internship Site Supervisor Evaluations (Mid-term and Final)

The intern's Site Supervisor needs to complete both a mid-term and final evaluation. As each student starts and ends one's internship at different times, it is the student's responsibility to a) give the mid-term evaluation form to the Site Supervisor before the half-way point of the credit hours and the final evaluation to the site supervisor upon completion of the credit hours, b) remind the site supervisor to submit the forms via email to the Internship Coordinator at the half-way point and upon completion. Please give your site supervisors plenty of advanced warning because you will lose one point per day for evaluations turned in late. The mid-term evaluation is especially important because it provides structured feedback to the student on his/her performance to-date, and offers an opportunity for the student and supervisor to reestablish goals for the second half of the internship. The final evaluation allows the student to assess his or her progress during the internship and should assist the agency supervisor to determine his or her grade recommendation for the student. NOTE: If you are splitting up the internship hours over 2

internships then only one evaluation is needed for each internship.

Faculty Site Visit or Telephone Evaluation

The Internship Coordinator will conduct an agency site visit or telephone evaluation to discuss the student's performance and progress in the internship. The student should schedule the mid-term evaluation between the Internship Coordinator and Site Supervisor at the half-way point of the credit hours (so if you registered for 400 hours, the mid-term evaluation should be scheduled at around 200 hours). Since each internship starts and ends at a different time, it is the student's responsibility to schedule this evaluation. If you split the internship hours over 2 internships an evaluation needs to be conducted for each internship.

Final Project – LinkedIn

Every student must complete a final project as part of the internship curricular requirements. The project should be comprehensive and rigorous and should demonstrate your administrative and/or supervisory responsibilities within the site organization. Each student should develop a professional LinkedIn of materials demonstrating her/his competencies, skills, samples of writing, responsibilities, accomplishments, enthusiasm, and problem solving ability in sport management. Your LinkedIn profile should include accomplishments during your internship, and previous sport management related experiences or courses. LinkedIn can be very beneficial for you to present yourself as a capable professional who is both knowledgeable and creative as you seek full-time employment in the sport industry. Therefore, the first audience for this LinkedIn profile will be prospective employers. Your profile should demonstrate a vivid image of your abilities. Ultimately, it should demonstrate your continuing growth as a sport management professional and serve as a basis for recognizing your accomplishments. Be creative! This final project should be submitted to the Internship Coordinator within 2 weeks of completing your internship. Here are some suggestions for materials that might be included in your LinkedIn profile:

- Special projects the student designed, researched, implemented
- Promotional video clips the student created
- Examples of job related writing (press release, brochure, letters, memos, etc)
- Presentations/overheads/handouts
- Marketing plans/example budgets
- Listing of certifications/volunteer experiences
- Career goal statements/self-assessments

The final project consists of:

Part 1: A LinkedIn profile that demonstrates your competencies, samples of writing or responsibilities, and accomplishments during your internship and previous sport management related experiences. This is your professional profile and should represent all of your experiences!! See below for more information.

Part 2: An updated resume tailored to a specific job you are interested in obtaining in the future

Part 3: A personal and site evaluation report that explains and addresses:

- What you learned about yourself
- The areas you experienced the most personal growth/benefited from the most
- The areas/skills you need improvement in and would like additional experience/professional preparation
- How the practicum influenced your career goals (please explain)
- The strengths and weaknesses of the internship site and responsibilities
- If you would recommend this site to future practicum students

Your LinkedIn profile should include any documentation you have of a skill, responsibility, or activity you were involved that demonstrates your experiences and skills. You should NOT include any confidential information to the company, but rather general information that illustrates your experiences.

Professionalism:

Professionalism is required during the internship. You are expected to conduct yourself as an adult. This includes conducting yourself in a mature manner and dressing appropriately. LinkedIn

What is LinkedIn?

LinkedIn is a social networking site centered on networking with colleagues, businesses, and potential employers. Unlike Facebook or other social media outlets, it is specifically designed for your professional career. It allows you to build your profile based on previous jobs as well as the professional skills you have. You are able to put a description under each job you've had to explain to viewers what your responsibilities were/are. Based on jobs you've had, LinkedIn is able to match you with past coworkers as well as provide you with job opportunities based on your skills. It is important that you put as much information as possible on your profile so you are connected with the right people and job opportunities. Also, you are able to put more information on LinkedIn than what you may be able to put on a resume. Prospective employers can learn more information about you and see what your past experiences have been before they even interview you.

Video Tutorial On How to Get Started

https://www.youtube.com/watch?v=8fpQMa8_08A

Sample LinkedIn profile

<https://www.linkedin.com/in/student/sample>

RESPONSIBILITIES OF THE INTERNSHIP FACULTY SUPERVISOR

- Will assist the student in securing a practical experience in the student's best interest
- Will inform the student of the specific requirements of the practical experience
- Will help the student develop personal objectives and goals for his/her internship and create a plan to achieve them through his/her internship
- Will review the prospective internship agency and the designated agency supervisor

- and approve or disapprove student internship application
- Will contact the agency supervisor and student as needed
- Will supervise the student while in the agency through the regular evaluation of weekly internship reports
- Will work with the student and site organization to process necessary contractual agreements and forms
- Will conduct a mid-term telephone evaluation or site visit and meet with/talk to the student and the agency supervisor to discuss the student's performance and progress in the internship
- Will be accessible to the student intern
- Will evaluate the student using the established criteria given earlier and assign a grade (P/F) to the internship experience. If the student does not complete all of the above requirements, he or she will receive an F
- Will serve as a resource person for the cooperating agency, the agency supervisor, and the student
- Will recommend new agencies to its faculty for approval and maintain contact with current and previous internship agencies
- Will maintain a list/file of approved internship agencies and appropriate supporting materials for each agency

RESPONSIBILITIES OF THE UNDERGRADUATE STUDENT

- Will find and secure a practical experience for the internship
- Will develop personal objectives and goals for his/her internship and create a plan to achieve them through his/her internship
- Will submit internship forms and obtain approval for the internship prior to beginning the practical experience
- Understands the responsibilities required in order to receive credit at MSU
- Understands the responsibilities required for the internship at the agency
- Will submit weekly logs
- Will send evaluation forms to the agency supervisor during mid-term week and upon completion of the internship
- Will schedule a convenient date and time for the phone evaluation or site visit with the faculty and site supervisor.
- Will regularly communicate with the agency supervisor and internship supervisor
- Will be on time for internship activities and dressed professionally
- Will represent the university in a positive manner
- Will give feedback to the faculty supervisor regarding the internship agency
- Will submit a high quality final project

RESPONSIBILITIES OF THE INTERNSHIP SITE SUPERVISOR

- Will supervise the student in his/her internship
- Will clearly define the students role and responsibilities within the organization
- Will fill out and return necessary internship forms
- Will regularly communicate with the faculty supervisor regarding issues or concerns
- Will conduct formative evaluations of the student's performance at least twice during the internship and submit them to the faculty Internship Coordinator (suzannah.armentrout@mnsu.edu)