

Minnesota State University, Mankato
Human Performance Department
HP 688/698 Applied Sport Business and Internship In Sport Management
Capstone Experience in Sport Management

General Information

Your capstone internship is supervised by the instructor of the course. Please touch base with your advisor with initial questions.

Course Description:

This course is a more rigorous, comprehensive hands-on learning experience for students than an internship alone. This more closely supervised field experience requires a rigorous time and energy commitment from students. In particular, students will be submitting weekly logs, developing a professional LinkedIn profile, and working on their culminating project at the same time as working on their field experience.

Course Objectives:

- Students will obtain practical experience in a specific area in the sport industry under professional supervision and guidance.
- Students will apply and synthesize theories and principles from their formal education to specific situations within the sport industry.
- Students will optimize interpersonal and professional communication skills.
- Students will build and refine their ability to work with other individuals trained in the sport industry.
- Students will build and refine their creativity skills as well as initiative, and responsibility.
- Students will build and refine their time and stress management skills.
- Students will analyze and refine professional behavior in the sport industry.
- Students will build and refine their problem solving skills.
- Students will construct a resume appropriate for the sport industry.
- Students will synthesize a professional LinkedIn profile appropriate for the sport industry.
- Students will design an additional project to further develop one's skills and make a significant contribution to the organization.

Prerequisites:

The student must meet the following criteria prior to his/her enrollment in internship experience:

- A minimum cumulative grade point average of 3.0
- Completion of 18 core credit hours of academic course work in that major*
- Must develop specific internship objectives related to the major
- Internships cannot be used to replace required coursework
- Students can only start their internships 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 an undergraduate degree in Sport Management or 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.

Course Evaluation:

The Applied Sport Business class and Internship in Sport Management is an integral and essential part of the graduate sport management curriculum at Minnesota State University, Mankato. The student must complete a nine (9) credit hour internship requirement (a minimum of 450 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 work hours during the defined semester dates or who have not submitted the final project. The intern must complete the necessary hours and/or submit the final 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%
Internship Weekly Reports	30%
Internship Site Supervisor Mid-term and Final Evaluations	10%
Faculty Site Visit or Telephone Evaluation	10%
Project	50%
Part 1: Organization Major Project	25%
Part 2: LinkedIn	15%
Part 3: Cover letter/Resume	5%
Part 4: Personal Evaluation Report	5%

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 provide an overview of the article you 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 to the online portal by Monday morning at 11 A.M. The link is: http://mnsu-cahn.custhelp.com/app/utils/login_form/redirect/grad_intern_log**

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) submit the evaluation forms via the online portal on our website (<http://ahn.mnsu.edu/hp/sm/internship/gaininganinternship.html>) at the half-way point and upon completion. (Scroll down on the website for the "Graduate" section). Submit the evaluations under the "*weekly report submission*" link. Please give your site supervisors plenty of advanced warning. 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 student's faculty advisor 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 450 hours, the mid-term evaluation should be scheduled at around 225 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.

Project (4 parts)

Every student must complete a final project as part of the internship curricular requirements that is composed of 4 parts: major organizational project, LinkedIn profile, resume and personal and site evaluation. The project should be comprehensive and rigorous and should demonstrate your administrative and/or supervisory responsibilities within the site organization. All documents and the LinkedIn profile uploaded to the online portal (link is above). This final project should be submitted to your adviser within 2 weeks of completing your internship.

PART 1: Major Organizational Project

Students should develop a project based upon their activities at the internship site to which they can make a meaningful and substantial contribution. The project should be comprehensive and rigorous. It should also allow the student intern to assume some administrative and/or supervisory responsibilities within the site organization. Each student should speak with their site supervisor before the internship begins to discuss possible ideas for the project. The description for the project is open and general so that it can be tailored to each internship. Students must follow the instructions and requirements below:

- Students must submit a written proposal for their project no later than the date provided on D2L. Their proposal must be approved by the site supervisor and the instructor.
- The Major Project should include an appropriate cover page identifying the Student's Name, Semester, Report Title, and Internship Site Location.
- Each Major Project should also contain a brief organization overview addressing the following areas:
 - A. INTRODUCTION: Provide a brief description of your position, primary responsibilities, description of your internship site 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 (if one is not available) or include an existing concise statement of the company's purpose.
- All Reports should also contain a table of contents, headings, sub-headings, and page numbers and be assembled in a professional manner.

Possible topics for Major Project include but are not limited to:

- ✓ Development of a marketing or sponsorship plan
- ✓ Development and evaluation of a special event
- ✓ Community relations activities
- ✓ Promotional materials design
- ✓ Marketing case study
- ✓ Organizational strategic plan
- ✓ Policies and procedures manual
- ✓ SWOT analysis
- ✓ Fundraising plan
- ✓ Program development and evaluation
- ✓ Economic impact analysis
- ✓ Risk management assessment/plan

PART II: LinkedIn

Each student should develop a professional sport management LinkedIn profile of materials demonstrating her/his competencies, skills, samples of writing, responsibilities, accomplishments, enthusiasm, and problem solving ability in sport management. This should include accomplishments during your internship, and previous sport management related experiences or courses. The profile 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 LinkedIn is prospective employers. This profile should demonstrate a vivid image of your abilities. Ultimately, your LinkedIn profile should demonstrate your continuing growth as a sport management professional and serve as a basis for recognizing your accomplishments. Be creative! Here are some suggestions for materials that might be included in a 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

What is LinkedIn?

LinkedIn is a social networking site centered on networking with colleagues, businesses, and potential employers. Unlike 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. A LinkedIn profile is a showcase for your professional experiences, achievements, and skills, which can be used to show samples of your work, competencies, responsibilities, writing samples, certificates, and accomplishments. In addition to the information provided above, people often include samples of:

- Professional emails or letters they have written
- Press releases or schedules they created
- Blank invoices they worked with or samples of a financial deposit they made
- Promotional flyers or reports you designed
- Meeting minutes
- Articles written about projects you were involved in
- Pictures of you working at an event
- Credentials, name tags, etc.

Any document or written summary of a skill, responsibility, or activity you were involved that demonstrates your experiences and skills should be included. You should NOT include any confidential information to the company, but rather general information that illustrates your experiences.

Video Tutorial On How to Get Started

https://www.youtube.com/watch?v=8fpQMa8_O8A

Sample LinkedIn profile

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

PART III: Resume/Cover Letter

Each student will revise and submit a final resume and cover letter appropriate for a prospective employer. The instructor will be glad to work with you on a resume, as well as a cover letter. The Career Development Center offers resume and other career-related workshops. (This should be included in the e-portfolio).

PART IV: Personal Evaluation Reports

Students will complete a Personal Evaluation. The purpose of the Personal Evaluation is to inform the internship faculty coordinator of the beneficial and detrimental experiences you had during your internship. It also will help to improve internship opportunities for students in the future, so please be candid and thoughtful.

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.

Academic Dishonesty:

Minnesota State University's academic dishonesty policies will be enforced if an occurrence takes place. You must be the original author of all work. If not this is considered **PLAGIARISM!**

DO YOUR OWN WORK.

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 other 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 Graduate Student

- Will hold themselves to a high standard that is expected of graduate students
- 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 individual's adviser