I. RATIONALE:

Practical work experience is imperative for University students in gaining employment in their chosen profession upon graduation. The focus of the internship is to gain exposure and skills in the business field. Internships have become a standard within most business curriculums. Internships have also become the distinguishing factor in recruitment selection amongst new graduates by employers. Companies today have fewer opportunities for entry-level positions; therefore employers today are looking for candidates with experience. The internship program aligns students with middle to senior level managers that assign them result based projects that give the student valuable work skills that are required in today’s job market. The skills students will acquire from the internship program will enhance their business knowledge and solidify their management skills.

II. MAJOR INSTRUCTIONAL GOALS:

GOAL A:
The student will learn about the different functions of the agency.

Learning Outcomes: The student will:

A-1 Differentiate personnel job duties within the departments.
A-2 Evaluate differences between the sports management, sports marketing, and sports finance within the firm.

GOAL B:
The student will observe and interact with the management team.

Learning Outcomes: The student will:

B-1 Observe different management styles as they relate to the different functions of the agency.
B-2 Evaluate the firm’s organizational structure.
B-3 Apply sport management theories through an internal and/or external project.

GOAL C:
The student will observe sports management trends and processes.
Learning Outcomes: The student will:

C-1 Observe dynamics between management and customers and athletes.
C-2 Formulate and utilize sports information software and data.
C-3 Identify and adhere to industry legislative rules and regulation as it relates to
the sports agency.

III. COURSE OUTLINE:

Portfolio

During an internship a student will be involved in a specific project or event in which
they played an integral role: A portfolio will be submitted encompassing interns role in
project.

Portfolio must include:

1. Cover page
2. Table of Content
3. 3-5 page summary of project (typed double spaced)
   - Description of project
   - Role intern played within the project
   - Outcome of project
   - Impact project had on intern’s educational experience.
4. Appendix
   Samples of project i.e. memos, flyers, reports etc.

All portfolios are submitted in a 3 ring binder to the faculty advisor for grading.

Company Responsibilities:
The supervisor will complete an evaluation form (attached) summarizing the student’s
performance.