

McGAUGHY  
INTERNSHIP & PROFESSIONAL  
DEVELOPMENT CENTER

**STUDENT INTERNSHIP  
MANUAL**  
FOR  
492 INTERNSHIPS

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**LONGWOOD**  
U N I V E R S I T Y

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COLLEGE OF BUSINESS & ECONOMICS

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## **INTRODUCTION**

This manual provides students with information needed to apply for and complete an internship in the Longwood University College of Business and Economics' Internship Program.

### **What is a College of Business and Economics (CBE) Internship?**

A CBE internship is a supervised learning experience. It is an opportunity for students to “practice” entering and participating in the workforce. An internship involves an agreement between the student, a supervising internship professor, and an internship host company supervisor to establish the intern’s roles and responsibilities, determine their activities, and evaluate their experience.

Locating and completing an internship is the responsibility of the student. Longwood University and the CBE cannot guarantee that a student will locate or be accepted in an organization’s internship program. The responsibility of searching for, applying to, and interviewing for an internship rests totally with the student.

Internships may vary in the length of time spent on the job, but an internship must be a minimum of 160 work hours, which equates to two (2) academic credits. In addition to tuition, students pay a \$200.00 course fee for their 492 internship course.

### **What are the Benefits of an Internship?**

Student benefits include:

- Applying academic knowledge and skills to on-the-job experiences.
- Communicating and interacting with professionals in the “World of Work.”
- Developing professional self-confidence.
- Clarifying academic and career goals through exposure to a variety of career opportunities.
- Building a network of professional contacts.
- Satisfying a graduation requirement.
- Earning credit hours towards graduation.
- Gaining valuable professional experiences that are degree-related.
- Returning to the university with renewed interest and new perspectives on learning.

Employer benefits include:

- Providing a potential pool of prospective employees who are already oriented to the organization.
- Reducing the high turnover rate of beginning professional employees.
- Supplying competent temporary employees for work during peak demand, for vacation replacement, or for special projects.
- Exposing organizational personnel to current academic curricula and concepts.
- Increasing company visibility on campus when the intern returns to the classroom.
- Contributing to society by providing work experience and income for the next generation.

## STEPS IN THE INTERNSHIP PROCESS

Before you begin an internship, there are several things you must do to ensure that you will receive academic credit; however, even if you haven't completed all of the internship requirements, you should still start your internship search and begin applying for positions. This checklist provides guidance on the steps you must follow before starting an internship, while searching for an internship, and during and after the internship:

1. You should join this LinkedIn Group: "Longwood CBE McGaughy Internship Center", subscribe to this blog - [www.youtern.com/thesavvyintern](http://www.youtern.com/thesavvyintern), and review the Internship Manual [longwood.edu/business/internship.htm](http://longwood.edu/business/internship.htm).
2. **Meet all required prerequisites** in order to undertake a for-credit internship. These include:
  - a. MANG 391 must be completed, or if your academic catalog is prior to 2012-2013, you must have the McGaughy Center approve your cover letter and resume.
  - b. A cumulative overall and major GPA of 2.33 or greater. (Please note: Internship employers may have a GPA requirement above the CBE's GPA requirement.)
  - c. A minimum of 60 earned credit hours.
  - d. A declared business or economics major, and a declared concentration.
  - e. Where applicable, specific concentration prerequisites:
    - i. ACCT requires completion of ACCT 340 in order to undertake an internship.
    - ii. FINA requires completion of FINA 350 in order to undertake an internship.
    - iii. ISCS requires completion of ISCS 370 in order to undertake an internship.
    - iv. Management requires completion of MANG 360 in order to undertake an internship.
    - v. Marketing requires completion of MARK 380 in order to undertake an internship.
3. **Internship Credit.** You may earn up to 3 credit hours from any one internship. 160 hours of work = 2 credits, 240 hours of work = 3 credits. Up to an additional 3 credit hours may be earned from a second placement with a different company or a significant change in job duties at your initial company. You are expected to work the number of hours approved by your employer and your professor. If you started Longwood prior to the fall of 2011 you are required to complete a minimum of 80 hours (1 credit) for an internship. Beginning with the fall 2011-12 catalog forward, you are required to complete an internship equating to a minimum of 160 hours (2 credits). Many employers require 10 to 12 weeks for the contracted internship period. NOTE: You will pay tuition/credit hour and a \$200 course fee.
4. **Search for an internship by identifying and contacting potential companies.** Your internship MUST be directly related to your academic major/concentration and classroom studies. Further, internships are SELDOM approved if they are: 1) with a business owned by your family, or 2) your host company supervisor is a member of your family. Your internship supervising professor will check before they approve your internship.
  - a. In searching for an internship, it is highly recommended that you take advantage of both the McGaughy Internship and Professional Development Center and the Longwood University Career Services (UCS).
  - b. The McGaughy Internship & Professional Development Center in Hiner 103 can help students identify and research internship opportunities both in the US and abroad, connect and network with College of Business and Economics alumni, and learn from students who've already completed an internship. In addition to maintaining a database of internship opportunities and posting internship positions on its bulletin board, the Center sponsors 4 Internship Seminars each year.

- c. The UCS is available to help you with all of your career needs including resume/cover letter reviews, how to create your LinkedIn profile, mock interviews and much more. Also, through the year the UCS sponsors several career events and job fairs to help you in finding the career of your dreams. They have launched a free job board for all students called “Handshake” and all you have to do is login using your Longwood ID and password to view all of their active job posts and take advantage of the On-Campus Recruiting Programs coordinated by UCS. Contact UCS for dates, times and locations at (434) 395-2063 or their website: <http://www.longwood.edu/career/index.html>, email: [career@longwood.edu](mailto:career@longwood.edu), Facebook: Longwood Alumni & Career Services; Twitter: @Longwood Career; Snap Us: LongwoodCareer, or visit the UCS in Lancaster G8.
  - d. International (non-US) internships require additional paperwork and a pre-departure meeting with Longwood’s International Affairs Office. Contact Dr. Emily Kane, Director of Study Abroad – Stevens Hall 116D – (434) 395-4959.
5. ***Apply to, interview for, and secure an internship placement.*** You are responsible for finding your own internships. To apply for an internship, you should follow the same process as if you were applying for a full-time job. This includes submitting your résumé and cover letter (letter of application) to the company/agency who ideally will then contact you. You should expect to be interviewed for your internship just as you would a full-time job. You must understand that at any time during the application process you may be rejected by the host organization. It is not unusual for a student to contact multiple companies before securing an internship. Securing an internship is just as challenging as obtaining a regular job in today’s economy.

***Check, don’t waste time.*** Check with your internship supervising professor to make sure the internship you are seeking would be approved. No use acquiring an internship, if it won’t meet the professor’s requirements.

***Double Majors.*** If you have a double major or add a second concentration after completing your internship, you may satisfy your internship requirement by completing only one internship in the major of your choice.

***Longwood required “Risk Management Form”.*** Longwood University requires a Risk Management Form to be completed and on file with the McGaughy Center before any internship can receive academic credit. The Risk Management Form is included in the on-line Internship Agreement and registration process outlined in point #6.

6. ***Contact the Internship Coordinator once an internship is obtained.*** You may do this by email at [internshipsCBE@longwood.edu](mailto:internshipsCBE@longwood.edu) or phone at (434) 395-2878 to begin the electronic Internship Agreement and registration process. After the Internship Coordinator enters your basic information into the Internship Agreement form, the following occurs:
- a. You will be sent an e-mail with the student portion of the electronic internship agreement. You fill out the form and hit “submit”, which starts the process.
  - b. After you hit “submit”, the form is e-mailed to the company supervisor you identified in the student section. The company supervisor then fills out their portion and hits “submit”.
  - c. After they hit “submit”, the form is e-mailed to your internship supervising professor who will approve/disapprove your internship. If they disapprove your internship, they will tell you why. You will then have to contact the company and see if they can agree to modify your internship in a way that will meet the professor’s requirements.
  - d. Once the professor approves your internship, they hit “submit” and the form is sent to your Department Chair. They will verify your GPA and make sure there are no “holds” on your account. If all requirements have been met, your Department Chair will register you. NOTE: Your Department Chair is the only person who can register you for your internship.

7. **Dates:**
  - a. Summer internships
    - i. You must be registered by the 1<sup>st</sup> day of class for the summer session of your internship (*steps 1-6 completed*)
    - ii. Summer internships can begin no later than the beginning of the third summer session.
  - b. Fall and spring Internships
    - i. You must be registered by the 1<sup>st</sup> day of class for the spring or fall semester of your internship (*steps 1-6 completed*).
  - c. You must be registered prior to the start of your internship in order to receive academic credit.
  - d. You can start your internship at any time during a semester, but your internship must be completed within that same semester. NOTE: the 3 summer sessions are considered as 1 semester.
8. **Remember that internships are taken for graded course credit;** therefore, your internship supervising professor's syllabus must be followed. Syllabi typically include:
  - a. Attending a group or individual (depending on the internship supervising professor) internship course discussion during the first week of class for fall and spring internships and during the last week of spring semester classes for summer internships. If a student plans a summer internship, even though they may not have secured that internship position, he/she should attend the last week of spring's internship course discussion. Each internship professor's internship syllabus will be unique, so meeting with professors is mandatory.
  - b. Keeping a daily journal briefly describing your tasks, responsibilities, and work-related experiences (this typed daily journal is to be turned in to your supervising professor at the end of the internship).
  - c. Keeping a weekly summary of what you have done and accomplished (this summary is to be e-mailed weekly to your supervising professor).
  - d. Writing a 3-5 page (some professors require more) summary report as defined by your internship professor at the conclusion of the internship experience.
  - e. Completing a self evaluation electronically:  
<https://www.surveymonkey.com/s/InternSelfEvalForm>.
  - f. Having supervisor complete an evaluation:  
<http://www.surveymonkey.com/s/SupervisorEvalForm>.
9. **Start your internship, notifying both your internship professor and McGaughy Center.** The internship professor and the McGaughy Center will be in contact with your internship host company supervisor during your internship, so both must know when to begin that contact relationship.
10. **What to do when there are concerns during your internship.** During your internship, you may encounter problems you hadn't anticipated. Two important things to remember are to always maintain your professionalism and always work to find solutions that are mutually beneficial to both your host company supervisor and you. Remember you are representing the CBE and Longwood University. Here are some tips:
  - a. **The internship is not what you expected** - If you are not given the opportunity to perform the roles and responsibilities listed by the company supervisor on your Internship Agreement, you should set up a meeting with your company supervisor as soon as possible to discuss and review what is expected of you. During this discussion see if you can come to a mutual agreement on those job duties with the understanding if any changes are made, those changes will have to be approved by your internship professor. Always keep your

communications on a positive note by letting your company supervisor know that you are interested in learning and being an asset to the organization.

- b. **You have a significant difference of opinion with your supervisor** - Here again communicating your needs and expectations honestly could defuse a stressful situation. Differences of opinion will arise and learning how to deal with personality differences is an important business lesson. Dealing with problems constructively and not ignoring them gives you a better chance of solving them.
  - c. **You find office politics difficult to handle** - You should stay away from office politics as much as possible. You want to promote yourself as a professional and engaging in negative communication will not serve you well in meeting your personal and professional goals.
  - d. **You cannot solve your internship concern** - Issues and concerns should be addressed in a professional manner. If problems arise during your internship and they cannot be solved, please follow these guidelines:
    - i. Contact the McGaughy Center and your internship professor by email or phone.
    - ii. Meet with your company supervisor and outline your concerns with the hope that your concerns will be addressed.
      1. Continue performing the job duties of your internship until your concerns are resolved...always try and do your very best.
    - iii. If your concerns cannot be resolve, please refer to the Withdrawal Policy section in the Longwood University Undergraduate Catalog for complete withdrawal policy details.
    - iv. If a change in companies is the ultimate resolution or you are withdrawn from the internship, a handwritten thank you note should be written to your old company supervisor. You want to maintain a good relationship for the future. Never burn bridges behind you!
11. **Complete your internship** – perform the duties and responsibilities of the internship contract.
12. **Notify your internship professor and the McGaughy Center upon completion of the internship.** Completion triggers a number of required documentation steps, including evaluations from your host company supervisor.
13. **Submit all required internship documentation to your internship professor within one week of the completion of your internship:** these include:
- a. Intern’s Self Evaluation Form: (<https://www.surveymonkey.com/s/InternSelfEvalForm>).
  - b. Supervisor’s Evaluation Form: (<https://www.surveymonkey.com/s/SupervisorEvalForm>). Please give this website link to your Company Supervisor for them to complete/submit.
  - c. Any documents required by your internship professor’s syllabus.

Address any questions about the internship process to:

Ms. Nancy Postans, Assistant Director  
McGaughy Internship & Professional Development Center  
Hiner Hall #103 -- (434) 395-2878 -- [internshipsCBE@longwood.edu](mailto:internshipsCBE@longwood.edu)

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## TOOLS TO HELP STUDENTS OBTAIN AN INTERNSHIP

- The résumé is an essential component of a student's internship and job search. It must be visually appealing and easy to read while highlighting the student's most significant qualifications.
- The cover letter allows a student to demonstrate his/her uniqueness and better describe what he/she has to offer and could do for the company. Do your research. Find out as much as you can about the organization and position. Each cover letter should be adapted to a particular organization and job.
  - Résumés and cover letters must be approved by the McGaughy Center unless the student has completed MANG 391 (Professional Skills Development) – MANG 391 encompasses résumés and cover letters.
- Internship interviews are typically required by a host agency before positions are offered. Several candidates may be interviewed for the same position and interviews may take place at an Internship/Job Fair; therefore, students should be well prepared and take the process seriously. Interviewing is all about making a good first impression and involves preparation on the student's part. Here are some tips to help prepare:
  1. Create an elevator speech. Your elevator speech should be about 30 seconds long and be a brief career biography that highlights your knowledge, skills, strengths and abilities that make you uniquely qualified for a job. In an actual interview, include your interest in the job you're applying for.
  2. Practice with mock interviews (MANG 391). Have friends ask you commonly asked interview questions. Search other web sites for samples of interview questions. Here are sample interview questions you should be prepared to answer:
    - Why should I hire you?
    - What are you very good at and what could you improve on?
    - Tell me one thing you would change about your last job.
    - Tell me about yourself.
    - What would the person who likes you least say about you?
    - Tell me about a time when you had to think out of the box.
    - What's the biggest risk you've ever taken?
    - Tell me about a time when people you worked with didn't agree with you.
  3. Research the company you're interviewing with – you need to be informed about both the company and the job. Understand why you would be a fit for the company and convey that. Research also helps you navigate career fairs and manage your time; knowing something about a company will help you decide if you want to take your time speaking with them, or not.
  4. Proofread your résumé and cover letter – employers are looking for ways to weed their applicant lists. Don't give interviewers an easy weed-out by using improper English or misspelling a word. Take multiple copies of your résumé to the interview just in case more than one individual interviews you.

5. Arrive on time for your interview - arriving late sends the message that you are not interested in the position.
6. Dress professionally – dressing in a professional manner leaves a favorable impression with your potential employer. Improper business dress is another tool interviewers use to weed their applicant lists.
7. Be ready for a “mini-interview” at Internship/Job Fairs – Be ready to answer questions as though you were in a regular interview. Address the recruiter’s questions with ease.
8. Be an interviewer yourself – remember, as a potential intern you should also “interview” the potential host company to see if you feel a fit. Here are some questions to which you should want to know the answers, and that would also convey your sincere interest to the interviewer:
  - How would you describe the ideal internship candidate?
  - What are the goals of the company/of this department?
  - What successes have the company/this department had in the last 5 years?
  - What main challenges will I encounter as an intern with your company?
  - How big is the team I’d be working with?
  - Can you tell me about the culture and environment at your company?
  - How would you define “success” at the intern position?
  - What do you like best about your company?
  - What do you like best about your job?
  - Can you describe a typical day or week for an intern?
  - How do you envision this internship opportunity supporting the company?
  - What’s happened to previous interns as far as post-graduation job opportunities with the company?
  - What’s the biggest challenge facing the company today?
  - What are the next steps in the interview process?
9. Follow up – always get a recruiter’s business card. Continue your relationship by sending a handwritten thank-you note or an e-mail. Thank the recruiter for their time, refer to something discussed during the interview so the recruiter remembers you specifically, and “sell” your strengths and sincere interest in the company.

## **FREQUENTLY ASKED QUESTIONS**

### ***How do I identify what type of internship I should seek?***

Step 1: Think about what you want out of a career, by asking yourself:

- What kind of work do I want to do once I graduate?
- Do I like working with people, data, or things?
- What type of work environment would I like best: casual or fast paced, large or small company, etc.?
- Am I willing to move to another city in order to secure an ideal internship?
- Do I require payment for my internship or can I accept an unpaid internship?

Step 2: Conduct research to help you identify:

- Types of internships available in your field.
- Companies that offer positions of interest to you.
- Internship opportunities posted in the McGaughy Internship & Professional Development Center (Hiner 103) and the University Career Center (Maugans Alumni Center).
- Internships listed on the web.
- Internship opportunities your family and friends might know about.

### ***How do I apply for an internship?***

You apply for an internship just like you apply for a job. Prior to applying you should research the company you are considering and understand their Mission, Vision and Values. You should try to match your skills, objectives and passion to the company's goals. Make sure your résumé sells YOU and that your cover letter is based on the specific internship job description.

### ***Will I need to interview for an internship?***

Yes, in most cases potential interns will be required to interview with the host agency before being accepted for placement. In fact, you may be competing with candidates from colleges and universities from across the country and even around the world; therefore, you should be well prepared for the interview and take the process seriously.

Remember, not only are employers deciding if they want to hire you, but you should also be deciding if you want to intern with that company.

### ***What are an intern's responsibilities during the internship?***

Students attend one class session with the supervising internship professor prior to the beginning of the internship where the professor's syllabus and the student's responsibilities are explained. Generally, the student Intern is required to complete the following:

- Satisfactorily meet the responsibilities and duties of the internship position as defined by the Internship host company supervisor in the Internship Agreement.

- Maintain a daily journal briefly describing the tasks, responsibilities, and work-related experiences of each day.
- Prepare a summary report as defined by the supervising internship professor.
- Complete a self-evaluation form at the conclusion of the internship. This form can be submitted online at <https://www.surveymonkey.com/s/InternSelfEvalForm>.

*How is the internship graded?*

Through email, phone, and/or onsite visits the supervising internship professor maintains contact with the internship host company supervisor and intern during the internship. The intern's grade is determined by the supervising internship professor and is typically determined by three criteria:

- The Intern's activities on the job.
- The evaluation of the Intern by the internship host company supervisor and the Intern's self evaluation.
- The completion and submission of the supervising internship professor's requirements for the internship and the supervising internship professor's evaluation of those requirements.