

INFORMATION PACKET
FOR INTERNSHIP HTM STUDENTS

HMT 417: INTERNSHIP IN HOSPITALITY MANAGEMENT

**The Hospitality Management Program
University of North Carolina at Greensboro**

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Introduction

Professional work experience is a critical aspect of educating students who are preparing for careers in Hospitality Management. Potential employers are seeking individuals with a well-rounded experiential and educational background. The *Internship in Hospitality Management* (listed as HMT 417 in the program curriculum plan) is a required course of the Hospitality Management degree program. The Internship for Hospitality Management majors is a full-time work experience that generally encompasses 30-40 hours per week over 10-14 consecutive weeks for twelve student credit hours. This course is designed for Hospitality Management majors at the junior or senior level.

These guidelines have been prepared to assist students, faculty members, administrators, and external supervisors in understanding the overall vision and specific objectives for the Internship in Hospitality Management at The University of North Carolina at Greensboro.

General Information

COURSE TITLE: Internship in Hospitality Management (HMT-417)

CATALOG DESCRIPTION:

The internship enables the HMT student to gain valuable work experience within the hospitality industry. 480 supervised clock hours are required for completion of this 12-credit course.

COURSE OBJECTIVES:

Students completing this internship should be able to:

1. Analyze and solve operational problems from an experiential as well as theoretical knowledge base. This learning objective is measured through an employer's appraisal form.
2. Verbalize the values and standards of the hospitality establishments where they have worked and evaluate their own fit within those organizational cultures. Assessment will take the form of a written self-evaluation of personal learning from the practicum experience.
3. Describe the roles and responsibilities of all personnel within their area of work. This objective will be measured via written reports on the selected workplace.
4. Evaluate permanent employment opportunities upon graduation.

Academic Role of the Internship

The internship experience should be designed to complement other course work taken in the Hospitality Management Program, so that the students' backgrounds of education and practical experience will be well balanced. Students perform meaningful professional assignments under the direction of industry experts and the concomitant supervision of a University faculty member. Emphasis is placed on application of knowledge, skills and professional values to actual job roles and responsibilities.

The internship is primarily an individualized program of study. Students are encouraged to seek and select internship sites that offer the best possible match to their own professional goals. Students can either suggest potential internship locations to the Faculty Internship Advisor or can seek recommendations from the Hospitality Management Program Office.

The internship site supervisor and the student should cooperate in planning a comprehensive practical experience that meets the learning objectives listed in these guidelines. Some internship activities would include:

- Students should have opportunities to develop managerial-level skills and to observe formal departmental discussions and meetings when appropriate.
- Internship students may be assigned to special projects that require a mix of skills and concepts from other courses in the program.
- Students are expected to attend relevant workshops and training sessions whenever possible.

The Internship Process

Determining Student Eligibility for HTM 417

In order to be eligible for participation in the Internship, each student must have:

1. Declared a *Hospitality Management* major status.
2. Successfully completed all requirements including:
 - a. academic credits for HMT 151, HMT 351, and MGT 312
 - b. documentation of successful completion of 200 hours of industry experience
 - c. preparation of a professional resume (see page 7)
 - d. specification of Internship goals
 - e. understanding of Internship procedures and requirements
 - f. identification of the Internship site

3. Submitted a *Eligibility Form for Practicum and Internship* and *Request for Practicum or Internship Site Approval* to the Hospitality Management office at least two weeks prior to the last day of classes of the semester preceding the desired Internship experience.
4. Registered and paid for HMT 417: Internship In Hospitality Management.

Approving the Internship Site

The Faculty Internship Advisor approves (or not) site selection after evaluating the *Request for Practicum or Internship Site Approval* and related information. Students are strongly encouraged to locate a placement that meets the *Criteria for Internship Sites* (see page 8) as soon as possible prior to the semester of the internship. Students wishing to recommend an internship site are encouraged to submit brochures, site internship policies/procedures, and other descriptive materials to the Faculty Internship Advisor at the time of submitting the *Request for Practicum or Internship Site Approval*.

NOTE! Students generally are not allowed to complete an internship with a site at which they have been employed. If the internship responsibilities differ significantly from the previous work opportunities, a student may submit a letter of exception to the Faculty Internship Advisor (with written support from the site) with details in defining the differences. The faculty will make the final decision regarding approval.

Fulfilling the Requirements of HTM 417

Typically, all work-related hours, reports, and evaluations credited to the Internship experience are to be completed by the *last day of exams* of the internship semester. The requirements for fulfilling HMT 417 comprise the following:

1. **480 consecutive work hours at the approved internship site.** Except in unusual circumstances, the Internship is to be completed during a given semester (fall, spring or summer). The 480 hours of internship may include time allocated to special projects, conferences with the site supervisor or with the faculty supervisor, or attendance at site departmental meetings.
2. **Mid-Term Report and Final Report to be submitted to the Faculty Advisor.** Preparation of written reports and papers required by the University is not to be included as part of the 480-hour work period.

3. **Mid-Term Evaluation and Final Evaluation forms to be prepared by the site supervisor.** Site supervisors will be provided with specific dates by which these evaluations are to be returned to the Faculty Supervisor at UNCG.
4. **Student Assessment of Internship Experience.** This form is due with the Final Internship Report.

Internship Assessment Points

Assessment of the internship will use the following point scale:

<i>Forms and Resume:</i>	<i>100 points</i>	<i>20%</i>
<i>Internship Reports:</i>	<i>200 points</i>	<i>40%</i>
Mid-term	100 points	
Final	100 Points	
<i>Evaluations:</i>	<i>200 points</i>	<i>40%</i>
Mid-term	100 points	
Final	100 Points	
Total Points Possible :	500 Points	100%

Roles of the Student and Supervisors

Internship Student

The Internship student will at all times conduct himself or herself in a professional manner and conform to the standard behavioral guidelines of the internship organization. The student will be an active participant in his/her learning process and seek out opportunities for both involvement and reflection on his/her works activities.

Site Supervisor

Each Internship site will designate a professional staff member to serve as the student's site supervisor. This individual is responsible for working with the student to develop and implement a systematic program designed to help the student meet his or her Internship goals. **In addition, the site supervisor will evaluate any special projects, and complete mid-term and final evaluations on the student's performance during the Internship.**

The site supervisor essentially mentors the Internship student during the Internship period. When possible, weekly conferences should be scheduled between the student and the site supervisor to evaluate the student's progress toward internship goals and to plan future assignments and activities. Students often use these conferences to raise questions about issues encountered in the workplace and explore possible solutions with the supervisor.

Faculty Supervisor

A Hospitality Management faculty member will be assigned to monitor the experience of each Internship student. Generally, the faculty supervisor will contact the student during the internship period to receive periodic updates on the Internship process. The site supervisor is encouraged to contact the faculty supervisor as needs arise (and vice versa).

The faculty supervisor will visit (or make arrangements for a departmental representative to visit) Internship sites when feasible.



Related Policies and Issues

Paid Employment During the Internship

Some Internship sites offer stipends or provide assistance with housing, food, transportation and others may not be in the position to do so. Students are encouraged to consider their overall learning goals and not be unduly influenced by the issue of salary during this internship experience. The internship is meant to be a learning endeavor rather than “a job”, where students gain nine units of academic credit based on experiential education.

Sickness Policy

In case of illness or need for personal leave, students are expected to notify their site supervisors according to established organizational procedures. Students are entitled to one sick day (or personal leave day) during their Internship, without the necessity to make up the working time that is missed. Additional work days/hours missed due to illness, observance of religious holidays, or other matters of personal necessity, must be made up prior to completion of Internship.

Early Start or Late Completion Policy

If the student selects an Internship site that requires an early start or late completion, all work-related hours that are not during the semester (or summer sessions) will not be part of the Internship experience. Early start and/or late completions are considered to be voluntary arrangements between the student and the site.

Insurance Policy

UNCG requires liability insurance during a students Internship experience. The student will be expected to purchase this insurance from the Department of RTH, if it is not provided by the internship site. Submit a completed liability insurance form (page 14) along with a check made out to UNCG for the specified amount (see the liability insurance form) to Ann Venable, 420-K HHP Building. If the Internship site requires a student to have medical insurance coverage, the site is expected to communicate this requirement in writing to the student. The student is expected to submit proof of the required coverage to the site prior to the start of the Internship experience. The University considers all such arrangements to be between the student and the Internship agency.

Professional Resume

Professional Resume:

Each student will prepare a professional resume as part of the HMT 417 internship process. The resume should be no longer than two pages and should include the following:

- Personal data including name, local address and phone, permanent address and phone, and email address
- Professional objective
- Description of work experience and positions held
- Educational background
- List of skills relevant to the professional objective
- Extracurricular activities
- Awards and honors
- References including names, addresses and telephone numbers

Internship Site Criteria

Criteria for Internship Site Approval

To qualify as an internship site, the hospitality organization should meet the following criteria:

1. The site should have a sound professional philosophy, towards both employees and customers.
2. Operating standards should meet requirements of federal, state and local regulatory agencies.
3. The site should express a willingness and commitment to provide the student with a high quality internship by:
 - a. Assigning the student to a supervisor with appropriate training experience who will supervise the intern for the duration of the internship experience;
 - b. Providing the assigned supervisor with appropriate time for the express purpose of supervising the student;
 - c. Approving specific goals and objectives for the individual intern prior to the start of the internship;
 - d. Providing a training program to meet the learning objectives of the student, internship site, and Hospitality Management curriculum;
 - e. Supplying the student with materials appropriate to the internship including performance guidelines and a prearranged schedule of assignments, and agreeing to provide an evaluation of student involvement and performance at mid-term and at the completion of the internship.

In order for a student to be placed in an internship site, a *Request for Practicum or Internship Site Approval* form must be on file in the Dept. of RTH.

Internship Reports

In addition to completing the required number of work hours, the Internship student is responsible for completion of the following assignments:

(A) Mid-Term Report:

A mid-term report is to be submitted during the eighth week of the semester. This report shall consist of two sections: (1) operational overview and (2) job description.

(B) The Final Report

The final report shall consist of the mid-term report (with revisions or additions) and one additional section (3) on operational analysis and problem solving. A professional approach is expected and a thorough analysis required.

The requirements for sections (1) to (3) are *exemplified* in the case of a hotel-based internship. Students in other types of internships will adapt the information to the nature of their internship site. Any questions may be directed to their Faculty Supervisor.

1. *Operational Overview:*

The purpose of this section is to provide an overview of the individual unit or property as well as the entire company. The student is expected to conduct personal interviews with management to develop this section of the paper. The report should include:

a. Description of the Property:

- Location and local market areas
- Size, number of rooms, number of seats, square footage, etc.
- Product - service mix, rooms, restaurants, banquets, lounges, recreation, etc.

b. Organization and Management:

- Owners
- Chain affiliation, information about the chain or parent corporation
- Organization chart of the property and parent organization

c. Marketing:

- Who are the present customers?
- To what target market segments does the property appeal?
- What are the likes and dislikes of the customers?
- How does the property fit into the total market? Who are the direct competitors?

- What types of marketing strategy and tactics does the property employ? What approaches have been most and least successful?
- What are the strengths and weaknesses of the property?

d. Human Resource Management:

- How many full-time and part-time employees does the firm have?
- How many supervisory and managerial personnel does the firm have?
- How are new employees recruited, orientated, trained and evaluated?
- Demographically describe the employees.
- What is the average wage rate and benefits?
- What is the average annual turnover rate for hourly and management personnel?

e. Operations and Administration:

- How does the organization manage the daily functions of purchasing, receiving, inventory control, production and service?
- How are maintenance and housekeeping managed?
- Is equipment leased or purchased?
- Does the firm employ an energy management program?
- How is the accounting function managed?

f. Financial Management:

- What are the annual sales for rooms, food, beverages, catering, etc.?
- What is the average occupancy rate for rooms?
- What is the average room rate?
- What is the average number of guests served per day in each of the food and beverage operations?
- What is the check average in each of the operations?
- What are the budgeted percentages for each expense category?
- What operational cost control systems are used?
- What is the market value of the property?

g. Strategic Planning:

- What are the firm's goals and objectives?
- How will the firm change in the next 2, 5, and 10 years?

2. *Job Description:*

The student will develop a written job description for his/her position, using the following format:

- a. Job Title and Place of Employment
- b. Job Summary - a brief narrative summary of the position
- c. Performance Requirements - education and experience required and/or desirable
- d. Working Conditions - uniform requirements, physical surroundings, working hours/days, etc.
- e. Salary and Benefits - compensation schedule and policies
- f. Job Relationships – identify people who work with, supervise or are supervised by the individual
- g. Specific Duties and Responsibilities - a list should be provided to indicate all duties performed by the individual in the position

3. *Operational Analysis and Problem Solving:*

The student will develop a response for a minimum of two well-defined problems based on a strengths, weaknesses, opportunities and threats (SWOT) analysis. One may be defined as an internal operational problem; at least one should examine an external opportunity or threat, e.g., related to customers or other external forces affecting business.

The student will analyze each problem using all of the following eight steps:

- a. State the problem or challenge facing the organization
- b. Describe the problem symptoms that surface from the problem
- c. Evaluate how critical and immediate the problem is to the organization
- d. Clarify the desired positive outcomes of eliminating the problem
- e. Discuss the known or probable root causes of the problem
- f. Develop a set of alternative solutions for improving the situation
- g. Recommend a best solution based on pros and cons of all alternatives
- h. Suggest specific measures to evaluate or track the effectiveness of the solution

In completing the final internship report, the student is expected to approach problem solving from a managerial perspective, develop each of the eight steps in detail, and use the perspective

of "if I were the manager, how would I test my solution and compare the total outcome with the objectives."

The mid-term and final reports represent the 40% of the evaluation of the student's internship. They will be evaluated in terms of: (1) organization and professionalism; (2) content and depth of analysis; (3) quality of supporting materials.

ACADEMIC HONOR CODE: Students must abide by the Honor Code of the University of North Carolina Greensboro on all assignments and examinations related to this course.

OTHER REQUIREMENTS:

- Assignments will be due on the dates established. Students will be notified, at the beginning of the internship, concerning the exact due dates of the two reports. Assignments turned in after the due date will be subject to a 10% reduction of total potential points for each day the assignment is late.
- All written reports must be typed, double spaced, on 8 1/2 x 11 inch paper. Assignments, which are not typed, will not be accepted.

Required Practicum and Internship Forms

Required forms for Practicum and Internship are located on the RTH Fieldwork web site. Please visit the site and download all forms at:
www.uncg.edu/rth/fieldwork.html

1. Eligibility Form for Practicum or Internship

This form is completed by the student and submitted to the RTH Fieldwork Coordinator. THIS FORM MUST BE SUBMITTED BEFORE A STUDENT CAN BEGIN THE PRACTICUM OR INTERNSHIP.

2. Request for Practicum or Internship Site Approval

This form is completed by the student and submitted to the student's academic advisor for approval of the practicum or internship site. THIS FORM MUST BE SUBMITTED BEFORE A STUDENT CAN BEGIN THE PRACTICUM OR INTERNSHIP.

3. Liability Insurance Form

This form is completed by the student and is submitted to the university supervisor at the end of the practicum or internship. THIS FORM AND THE PREMIUM PAYMENT DUE MUST BE SUBMITTED BEFORE A STUDENT CAN BEGIN THE PRACTICUM OR INTERNSHIP.

4. Report Calendar for Practicum or Internship

This form is completed by the student and university supervisor, and is submitted to the RTH Fieldwork Coordinator. THIS FORM MUST BE SUBMITTED BEFORE A STUDENT CAN BEGIN THE PRACTICUM OR INTERNSHIP.

5. Agency Evaluation of RTH Student Intern

This form is completed by the agency supervisor and is submitted to the university supervisor once at the mid-term of the practicum or internship, and again at the end of the practicum or internship.

6. Student Assessment of the Agency

This form is completed by the student and is submitted to the university supervisor at the end of the practicum or internship.