BAYLOR ENTREPRENEURSHIP INTERNSHIP - GUIDELINES FOR COMPANIES

Companies must meet several criteria for Baylor University to award course credit to students for their internship:

- The company will provide the intern with meaningful work and needs to be able to offer the intern a role that exposes the student to a business/entrepreneurial environment. Responsibilities can be varied, but roles might include project management, business analysis, competitive analysis, consulting, training, economic development, market research, customer relationship management, social media strategies, or strategic planning.

- Each intern will need to be registered for ENT 4395, or if a Social Entrepreneurship Minor, ENT 4396, and have completed the online form.

- Each intern should have an immediate supervisor to guide the student through the work assignment. Although not required, it is a good idea to provide the intern with a mentor to provide additional guidance and feedback.

- The length of the internship will normally encompass an entire semester or both summer terms. An absolute minimum of 160 work hours will be required to receive 3 hours of academic credit.

- The intern will maintain a daily journal/log describing the activities he or she was involved in during the day. The intern is expected to write at least a page/week. Each entry should include:
  - Date (Day, Month, Year)
  - The number of hours worked
  - A description of the projects and learning experiences
  - Additional skill sets gained
  - Challenges the intern is facing and how he or she is addressing them
  - Success stories

  The intern’s company supervisor should initial the journal/log at the end of each week to track the number of work hours, document the intern’s reflections and responses relative to the internship’s responsibilities and experiences, and insure that the intern is provided a variety of management/entrepreneurial experiences. If the intern is unable to document significant new learning experiences and gains in skill sets, the selected internship is not meeting its goals.

- Throughout the duration of the internship, the internship company supervisor should immediately communicate any concerns to the Internship Program Manager that he or she feels require the Program Manager’s assistance. In any case, the Internship Program Manager will be in touch with the intern and company supervisor periodically during the internship.
• It is optional but strongly encouraged that, during the internship, the intern take the opportunity to interview two senior management of the company and ask them:
  o Why did you originally come to work here?
  o What are the top reasons that you continue to work here?
  o What have been your biggest challenges?
  o What have been your greatest accomplishments?
  o Why is this a great company? Why will this company survive and grow?

This is not intended to be a graded assignment or one that needs to be shared with anyone else. The intent is to communicate additional life lessons.

• It is also optional but strongly encouraged that, toward the conclusion of the internship experience, the intern convert his or her reflections into a formal oral presentation (three to five minutes in length, with or without an accompanying PowerPoint) to management on insights gained during their experience. Although the content is flexible, this presentation might include:
  o aspects of the experience that the intern thought positive
  o aspects of the experience that the intern felt could be improved
  o lessons learned and/or valuable experiences that helped the intern understand the workings of business better, and
  o one area where the intern felt the organization’s processes/strategies could be improved to help solve business challenges.

The presentation provides the company with knowledge about the internship experience from the student’s perspective and can help the company identify aspects of their own programs that are particularly good or that need improvement. Baylor students bring the latest in entrepreneurial thinking from their classroom and apply it to their assignment. Often a student’s fresh eye and recent education can trigger a new look at various aspects of the business that can have a substantial positive impact on the organization.

• The company will complete an online evaluation of the intern’s job performance at the assignments end. Completing this evaluation will provide valuable information that will help Baylor improve the quality of its students and help the interns improve their performance.

• The intern will submit an end-of-internship written report explaining what he or she has learned as a result of the internship experience. This should be substantial. While there are no minimum or maximum length requirements, most papers have, in the past, been ten to twenty pages, double-spaced. An example of a possible format/type of content is provided below:
A business report describing the industry in general, and providing company specifics, such as size, history, growth pattern, reputation within the industry, corporate culture, company goals, prevailing management and leadership styles, projections for the future, etc.

A description of the entrepreneurship experience gained, etc., and a discussion of lessons learned – entrepreneurship principles being applied as taught or otherwise, effectiveness of individual management and/or leadership styles observed, commitment of employees and managers to corporate goals, sources of management challenges, innovative techniques observed, etc.

Any ideas regarding (1) ways in which the internship could be restructured so as to provide a better learning experience, and (2) suggested improvements in the design and content of entrepreneurship courses and the instructional methods employed therein.

The due date for turning in the report shall be the last day of classes of the semester in which the student is enrolled for the internship. Grades for the internship will be based on the performance evaluation prepared by the company supervisor and, primarily, the quality of the written end-of-internship report. Reports should be professionally prepared and should reflect in detail the learning experiences provided by the internship.

Baylor University needs companies to help us shape the world’s future business leaders. If you need additional information about participating in our internship program, please contact Roxie Collier, Internship Administrative Associate, at 254.710.2265, or via email at Roxie_A_Collier@baylor.edu.

If you wish to proceed with hosting a Baylor Entrepreneurship Internship, please complete the Entrepreneurship Internship Information – Company form.