



SYLLABUS SPB 396

SPORTS BUSINESS & EVENT MANAGEMENT INTERNSHIP

COURSE SPRING 2021

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859-572-5906, BC 210 Office Hours: By Appointment Only

Course Description: Supervised professional work and learning experience in an approved sports business-related professional position.

Prerequisites: SPB 305 and consent of instructor. In addition, students must be sufficiently advanced in the sports business degree program to meet any specific knowledge or skill requirements of the internship position. Other criteria may apply at the request of the host organization.

Required Readings: The Faculty Coordinator may assign readings or other study materials at her discretion.

Course Objectives/Learning Outcomes: Each student's internship will have unique knowledge and skill application outcomes relevant to your internship work responsibilities. These will be developed by you and your internship Site Supervisor, and approved by the Faculty Coordinator. In general, these can be stated as:

1. Apply academic business and sports business knowledge to assigned duties in the host organization.
2. Learn and apply new sports business knowledge and skills to analyze and solve business problems.

Additionally, all internships have a common set of learning outcomes addressing organizational knowledge and skills. Specifically, are expected to demonstrate, at the conclusion of the internship experience, the ability to:

1. Explain the administrative and functional structure of the host organization.
2. Explain the general business, marketing and operational strategy of the host organization.
3. Demonstrate: a) the ability to work cooperatively with others; b) appropriate professional conduct; and c) excellent communication skills.
4. Network and build professional relationships in and beyond the host organization.

Vision of Haile/US Bank College of Business: The Haile/US Bank College of Business will be the first choice of students, faculty, and other stakeholders in our region. We will be known for the excellence of our students, faculty, and staff as well as the success of our alumni as business and community leaders.

Mission of Haile/US Bank College of Business: Our mission is to prepare our graduates for successful careers as ethical and effective business and community leaders in the global economy. We pursue this mission with dedicated and caring faculty committed to active learning, rigorous scholarly inquiry of all types, and public engagement.

Core Values of Haile/US Bank College of Business: We are committed to: Trust, Respect, Integrity, Collegiality, and Excellence.

Student Work Hours: Students are responsible for arranging their own work schedules in conjunction with the Internship Site Supervisor. Consider your internship schedule to be just like a regular job schedule (and keep in mind that if you have a regular job, it will have to be scheduled around your internship commitment). One or more unapproved absences can lead to the termination of your internship and assignment of the grade of F. You can also be removed from your internship by the Site Supervisor at any time during the internship term, upon approval of the Faculty Coordinator. Steps for intern termination will follow normal procedures of the host organization for employee termination, or any special procedures designed for internship programs.

Total time spent “on the job” for a three credit hour internship will be at least

200 hours during the internship semester. Usually, it's best to divide your hours evenly across the term, as in the following example, but exceptions may be made by mutual agreement of the Site Supervisor, Faculty Coordinator, and you.

TOTAL HOURS = 200

Approximate Hours Worked Per Week			
Fall/Spring (15 weeks)	Summer (13 weeks)	Summer (8 weeks)	Summer (6 weeks)
14	16	25	34

The Faculty Coordinator has the option of visiting your internship site during the semester. If a visit is made, during the

visit the coordinator will talk with you and meet briefly with your supervisor. You may not be notified in advance of the site visit by the Faculty Coordinator.

Student Conduct, Rights and Responsibilities: You are expected to accept the responsibility of reading, understanding, and meeting all course requirements and policies as set forth in this syllabus and other course documents. The Faculty Coordinator must be informed immediately of any personal circumstances that may require special consideration in meeting course requirements or adhering to course policies. As with every other class, plagiarism or cheating of any kind will not be tolerated. Those caught will be subject to punishment ranging from failure of the assignment to expulsion from the course. Students are advised that NKU's Code of Student Rights and Responsibilities will strictly be enforced in this course.

[\[http://www.nku.edu/~deanstudents/codes_and_policies/index.php\]](http://www.nku.edu/~deanstudents/codes_and_policies/index.php)

The College of Business has in addition its own Code of Student Conduct, created by student organizations, available at http://cob.nku.edu/docs/Student_Code_of_Cond.doc

Student Honor Code: This Student Honor Code [the "Honor Code"] is a commitment by students of Northern Kentucky University, through their matriculation or continued enrollment at the University, to adhere to the highest degree of ethical integrity in academic conduct. It is a commitment individually and collectively that the students of Northern Kentucky University will not lie, cheat, or plagiarize to gain an academic advantage

over fellow students or avoid academic requirements. The purpose of the Honor Code is to establish standards of academic conduct for students at Northern Kentucky University and to provide a procedure that offers basic assurances of fundamental fairness to any person accused of violations of these rules. Each Northern Kentucky University student is bound by the provisions of the Honor Code and is presumed to be familiar with all of its provisions. Students also should aspire to conduct themselves in a manner that is consistent with the highest degree of ethical integrity in all matters, whether covered in the Honor Code or not. The success of this commitment begins in the diligence with which students uphold the letter and the spirit of the Honor Code. Students may view the complete honor code at <http://deanofstudents.nku.edu/policies/student---rights.html#policies>

Accommodations Due to Disability: The University is committed to making reasonable efforts to assist individuals with disabilities in their efforts to avail themselves of services and programs offered by the University. To this end, Northern Kentucky University will provide reasonable accommodations for persons with documented qualifying disabilities. If you have a disability and feel you need accommodations in this course, you must present a letter to me from the Disability Programs and Services Office (SU 303), indicating the existence of a disability and the suggested accommodations. More information can be found at <http://disability.nku.edu>.

Credit Hour Policy Statement: In accordance with federal policy, NKU defines a credit hour as the amount of work represented in the achievement of student learning outcomes (verified by evidence of student achievement) that reasonably approximates one hour (50 minutes) of classroom instruction and a minimum of two hours of out---of--- class student work. For every course credit hour, a typical student should expect to spend at least three hours per week of concentrated attention on course---related work including, but not limited to, class meeting time, reading, reviewing, organizing notes, studying and completing assignments. At least an equivalent amount of time is expected for other academic activities such as online courses, laboratory work, internships, practica, studio work and other academic work leading to the award of credit hours. An internship is a time intensive course. It taken over a 15 week period, students should expect to spend about 15 hours per week working and learning at the internship site as well as preparing internship portfolio materials.

Evaluative Components: Your course grade will consist of the following graded course components:

Graded Component	Points	Weight
Evaluations (2)	150	30%
Mid-term (site supervisor/student)	50	10%
Final (site supervisor)	100	20%
Internship Portfolio (both oral & written)	350	70%
TOTAL	500	100%

You will be evaluated by your internship site supervisor as well as the faculty coordinator. Your final grade will be assigned by the faculty coordinator. The following are included in the evaluation process:

Evaluative Component 1: *Site Supervisor Evaluations (Mid-Term and Final)*

These evaluations will be completed by your site supervisor. The Mid-term Evaluation is designed to provide structured feedback to you about your performance on the job to date. It also gives you, in cooperation with the supervisor, the opportunity to reestablish goals for the remaining period of your internship. Your site supervisor will also complete a Final Evaluation, which assesses progress and guides your site supervisor in recommending a final grade for you.

IMPORTANT NOTES!

- It is your responsibility to provide your supervisor with the Mid-term evaluation form and to make sure your supervisor is aware of all evaluation deadlines. There will be a substantial point deduction from this portion of your final grade if you fail to turn in your evaluations on time or not at all.

- If you have multiple supervisors, all supervisors should be provided with an evaluation form for submission.
- The final evaluation forms will be sent to your supervisor electronically using the email addresses you provided on your internship application.

Evaluative Component 2: *Internship Portfolio and Presentation*

The primary deliverable from your internship experience is your Internship Portfolio. You should begin work on your portfolio on Day One of your internship by keeping notes of your experiences and organizing them by portfolio section. Your portfolio must contain the eight sections listed below.

1. A brief outline of the administrative and functional structure of your host organization.
2. A brief discussion of the general business and marketing strategies of your host organization.
3. A summary of your day-to-day activities and special activities/responsibilities during your internship.
4. Examples of how you applied knowledge and skills that you learned in other courses in your sport business & event management program to your internship activities.
5. Examples of new knowledge and skills that you acquired during your internship and how you used them to analyze and solve business problems.
6. Tangible examples of how you met the learning goals (you submitted on your internship application) during your internship experience. This section should be the centerpiece of your portfolio and should be usable as an example of the business skills that you can share with prospective employers.
7. A reflective discussion of your internship experience. This will address such questions as what are:
 - a) personal benefits you perceive from the experience,
 - b) weaknesses of the experience,

c) your assessment of your personal career possibilities in the industry in which you did your internship

d) your recommendation as to whether other students would benefit from an internship with the host organization.

8. An updated résumé. You are expected to ask your site supervisor and faculty coordinator for assistance in preparing a résumé that appropriately reflects your internship experience and meets desired professional standards for employment applications in the host organization's industry. You are also required to sit down with your faculty coordinator and discuss your internship experience. This discussion should be primarily focused on providing tangible evidence of how you accomplished your learning goals. You should also bring copies of your updated resume to the meeting. It is your responsibility to schedule time for this sit down with the faculty coordinator at least one month in advance.

Student Evaluation of Instructor and Course: Northern Kentucky University takes Instructor and Course Evaluations very seriously as an important means of gathering information for the enhancement of learning opportunities for its students. It is an important responsibility of NKU students as citizens of the University to participate in the instructor and course evaluation process. During the two weeks* prior to the end of each semester classes, you will be asked to reflect upon what you have learned in this course, the extent to which you have invested the necessary effort to maximize your learning, and the role your instructor has played in the learning process. It is very important that you complete the online evaluations with thoughtfully written comments. Student evaluations of courses and instructors are regarded as strictly confidential. They are not available to the instructor until after final grades are submitted, and extensive precautions are taken to prevent your comments from being identified as coming from you. Students who complete an evaluation for a particular course (or opt out of doing so in the evaluation) will be rewarded for their participation by having access to their course grade as soon as that grade is submitted by the instructor. On the other hand, any student who does not complete the course evaluation (or opt out of doing so in the evaluation) should expect to incur a two week delay in access to his or her course grade beyond the university's official date for grade availability. To complete online evaluations go to

<http://eval.nku.edu>. Click on "student login" and use the same USERNAME and PASSWORD as used on campus.

In addition, you should be aware of:

- Evaluations can affect changes in courses. Evaluations without comments are less valuable and less credible than those filled out thoughtfully. Comments that are expressed well are more effective than those that are not.
- Positive feedback is just as important as criticism. Moreover, negative evaluations without any explanation and specifics are not especially useful.
- Once grades are submitted, all evaluations are read not only by the instructor, but also by the instructor's department chairperson.
- Evaluations not only provide feedback to your instructor, but also provide information to the department chair for use in performance evaluations. This information affects reappointments, promotions, salaries, and teaching assignments.