

# MORAVIAN COLLEGE

<b>COURSE:</b>	MGMT 386: Internship Spring 2015
<b>TIME/DAY:</b>	Monday 11:45-12:55PM
<b>LOCATION:</b>	PPHAC 116
<b>INSTRUCTOR:</b>	Katie P. Desiderio, MBA, Ph.D.
<b>E-MAIL:</b>	<a href="mailto:desideriok@moravian.edu">desideriok@moravian.edu</a>
<b>OFFICE:</b>	Comenius Hall 202
<b>HOURS:</b>	MONDAY 1-3PM; WEDNESDAY 11AM-12PM; 1-2PM & <i>BY APPOINTMENT</i>

## REQUIRED TEXT:

Michelli, J. A. (2007). *The Starbucks Experience*, 1<sup>st</sup> ed. New York, NY: McGraw Hill. ISBN- 978-0071477840

**COURSE DESCRIPTION:** An internship is an opportunity to comprehensively apply theory (i.e. what you have learned in the classroom) to practice. It offers both a broader and narrower perspective, and integrates seemingly disparate elements of your studies, such as statistics and human resource management. Additionally, participation in an internship deepens other areas of expertise, such as data management or marketing research. Further, self-reflection and career investigation will be a significant aspect of this course. Bi-weekly seminars with classmates in other internships will broaden all students' perspectives on career options available across disciplines within and beyond the Department of Economics and Business. *Note: You must have junior or senior standing and a minimum GPA of 2.7 in order to take this class.*

## STUDENT LEARNING OBJECTIVES:

### LIBERAL ARTS:

1. To appreciate how a liberal arts education, at Moravian College, can enhance your life and prepare you for the future.
2. To live and work with personal and academic integrity.
3. To embrace our classroom culture using the FISH! Philosophy and the Performance Formula as a theoretical framework to guide our work.

### MANAGEMENT & HUMAN RESOURCE DEVELOPMENT:

1. Develop and demonstrate professionalism.
2. Connect off-campus experiences and coursework across college curriculum and within discipline.
3. Deepen discipline knowledge and abilities through work experience.
4. Share in and learn from the experiences of other students doing internships.
5. Integrate the internship experience into overall development as a scholar, as a professional, and as a global citizen.
6. Enhance critical-thinking, problem-solving, research, and writing skills.
7. Expand interpersonal skills and leadership ability in an organization and/or industry related to career aspirations.
8. Enhance career development; improve interviewing and job search skills.
9. Integrate technology, media and interpersonal competencies to effectively communicate to the class and professionals.
10. To self-reflect and explore who you are, where your strengths lie, and to identify opportunities to excel personally and professionally.



**COURSE PROCEDURES:** Learning is most effective when the students are *actively* involved and responsible for the experience. The major approach to gaining mastery in connecting theory to practice will be individual study, reflection, and teamwork combined with class discussions and sharing of ideas, projects, and reports. This is your class—your learning experience. Make the most of it by:

1. Reading all assignments prior to class & CHOOSING YOUR ATTITUDE!
2. Attending and participating in class seminars and discussions both synchronously and asynchronously – BE THERE, PLAY, MAKE THEIR DAY, & CHOOSE YOUR ATTITUDE!
3. Completing the conventional and experiential exercises, which may involve opinion generation, analysis, observation, personal practice, and library research
4. Participating fully in the cooperative “learning” adventure!
5. Add me to your Google+ account, and subsequently join our Google Community.
6. Regularly check your Moravian e-mail account.
7. Maintain an open-mind and willingness to explore!

**MISSION RELEVANCE:** *You are entering a learning environment where the performance formula ( $P=f(M*A*E)$ : Performance is a function of Motivation, Ability and Environment) is the theoretical framework that will guide our work together. If you come willing (M) to learn, this course is designed to help enhance your knowledge, skills, and attitudes (A). My classroom culture (E) is driven by trust, collaboration, communication, and positive energy. In short, I live FISH! and I encourage you to join me!*

**GRADING:** You will have the opportunity to demonstrate your learning through scheduled examinations, active participation, exercises, and projects. Students will be assessed both qualitatively and quantitatively in this class. **Excessive absences will lower your final grade evaluation.** In addition, expect a penalty of one half a letter grade per day for late assignments.

**GRADING SCHEDULE:**

Site Supervisor Evaluation	30%
Research Paper or Presentation	20%
Career Development Activities	20%
Journal	15%
Regular Advising Meetings	<u>15%</u>
	<b>100</b>

Grades will be determined as follows:

Superior Achievement	A (4.0)	93-100	<b>Attention Students!</b>  * You are responsible for your grades and are encouraged to question every aspect of your grade and/or performance throughout the course of the semester.
Great Performance	A- (3.67)	90-92.9	
Very Good Work	B+ (3.33)	86-89.9	
Good Work	B (3.0)	80-85.9	
Above Average	C+ (2.33)	76-79.9	
Average Performance	C (2.0)	70-75.9	
Below Average	D (1.0)	60-69.9	
Failure	F (0.0)	59.9 & below	

- ❖ **ENERGY & INVOLVEMENT – BE THERE!:** Students demonstrate their responsibility in the regularity and punctuality of their attendance. Please plan to arrive on time and remain the entire class period. Leaving class early will constitute an absence. As part of this policy, 2 days tardy constitutes 1 absence. Absences due to illness or other reasonable causes may entitle the student



to make up missed work if communicated to course facilitator. Absences beyond 1 for exceptional reasons may be excused only upon presentation of a letter from a physician or other acceptable documentation. If the number of absences exceeds 1, the student's grade will be lowered by one letter. If the absences exceed 2 in a semester, the student will be issued an "F" for the course. YOU are responsible for all information, assignments, revisions, announcements, and etcetera. Please plan to BE THERE & CHOOSE YOUR ATTITUDE to maximize your learnings! Arrange for a few peers that you can rely on to assist you in the case of your absence.

**ATTENDANCE IS MANDATORY ☺**

**DEFINITION OF ASSIGNMENTS:** All work must be typed, proofread, and delivered on or before the due date. Delivery may be in person, via e-mail attachment as a Word document, or via Google docs. *Please use a left justified header with your name, exercise name, course #, and date.* Additionally, ALL electronic files must be saved and named using your last name and assignment name (i.e., DesiderioResume2015.doc).

1. **Final Project.** Write an 8-12 page paper for each unit of Internship or prepare a one-hour research based presentation to be delivered to your site supervisor and your faculty advisor; both options connect your practical experience with your academic work. The project can follow different tracks. It can present research on:
  - a. a topic associated with the internship,
  - b. the industry in which the study takes place, or
  - c. a topic approved by the instructor
2. **Reflect on the experience.** Please prepare a weekly reflective journal, which is evaluated on the basis of substance, not the number of pages. The journal will be discussed in our bi-weekly meetings.
3. **Meet with me regularly**, but not less than once every two weeks. The meetings are scheduled to make sure that you keep up with these assignments and to discuss any problems and successes with the internship.
4. **Career Development** starts now, as a student at Moravian College! We are preparing you to comprehensively embrace and develop your competency, character, and career goals. Remember to use your resources! Please select six career development activities to complete over the course of the semester from the following menu. *Note: The 8<sup>th</sup> item is required for all members of this class. Please plan accordingly.*
  1. Complete a mock interview using InterviewStream-submit to faculty or Career Center for review.
  2. Develop and begin to utilize a LinkedIn profile. Discuss your experience.
  3. Conduct an informational interview with an alumni or community partner in your area of interest (email/phone permitted, but face-to-face preferred).
  4. Visit Career Center for resume/cover letter review and update (to include new internship information).
  5. Attend the Washington student/alumni networking reception and discuss experience with class.
  6. Attend one other Career Center sponsored event and discuss experience with class.
  7. Research intended career paths utilizing Vault Career Insider on Career Center website.
  8. **Mandatory:** Attend the Moravian College Career Fair on Thursday, March 26<sup>th</sup>.

**RESOURCES:**



1. The REEVES LIBRARY is a resource that not only gives you access to books, journals, and many other forms of textual sources, but also the opportunity to connect with a terrific team of people working to make the Library as valuable as possible. If a listed journal is not available in hard copy in the Reeves Library, it is likely available on-line or through inter-library loan. The Reeves Library Web site can be accessed at <http://home.moravian.edu/public/reeves/>. EbscoHost and Lexis-Nexis are excellent resources and bibliographic instruction is available upon request.
2. The MORAVIAN COLLEGE WRITING CENTER is an excellent resource. The Writing Center is located on the 2<sup>nd</sup> floor of Zinzendorf and the phone number is 610.861.1592. Become a regular visitor to the writing center, as it is a great tool readily available to you!
3. The MORAVIAN OFFICE OF LEARNING SERVICES is another great resource available to ALL students; the center exists so that any student (not just those who are struggling) can work with a learning support professional in order to improve his/her academic performance. Should you have any individual concerns regarding a disability please discuss this with me during the first week of class in person or via email. In addition, individuals from the Academic & Disability Support Office will work with you to verify your need for accommodation and will help determine the environment in which you will have the opportunity to succeed in this course. Students who wish to request accommodations in this class for a disability should contact Elaine Mara, Assistant Director of Academic & Disability Support, located on the first floor of Monacacy Hall, or by calling 610-861-1401. Accommodations cannot be provided until authorization is received from the Academic Support Center. The Counseling Center is located at 1307 Main Street, x1510. Please refer to the Moravian College Student Handbook under Academic Resources for more information.
4. The MORAVIAN CAREER CENTER is a fabulous resource to you, as a student of Moravian College. Please take the opportunity to visit the Career Center in the HUB or on the web at: <http://home.moravian.edu/public/career/>.
5. ***I AM ONE OF YOUR RESOURCES*** so please contact me at any time to arrange a personal or telephone conference. PLEASE SEE ME AS SOON AS POSSIBLE IF YOU ARE HAVING ANY DIFFICULTIES AND, OF COURSE, TO SHARE AHA! MOMENTS. **QUESTIONS ARE ENCOURAGED ☺**

**MIDDLE STATES ASSOCIATION OF COLLEGES AND SECONDARY SCHOOLS ACCREDITATION:** The Middle States Commission on Higher Education accredits Moravian College based on an evaluation of the school as a whole rather than on just one program; this designation acknowledges our commitment to educational excellence.

Middle States Accreditation requires that each full-unit course include at least **174 hours of course-work** during the fifteen-week semester. Over the course of the spring semester we will meet 8 times for 70 minutes each; therefore, our classroom time will account for about **9 of these required hours**. You should be working on-site at your internship for at least **8-10 hours per week**, resulting in roughly 140 hours of work. This implies that work outside of our meetings times and your internship must meet a minimum threshold of 25 hours, or about **two additional hours** per week. The activities and assignments required for successful completion of this course are designed with that goal in mind.

If you take an internship for half-credit, you are still required to attend each class session, but will only work on-site at your internship for approximately 5 hours per week. Additionally, you should expect to work an additional **one hour** per week on course-related assignments.



**STATEMENT ON ACADEMIC INTEGRITY:** Moravian College exists to educate our students. Since Moravian is a community whose purpose is the pursuit of knowledge and holistic development, the entire campus is committed to the principles of academic integrity and honesty.

In our class, academic integrity is the responsibility of everyone – students and teacher. We are responsible for honest effort in the pursuit of knowledge. In taking this class you are responsible for attending class, being alert in class, completing all assignments to the best of your ability, contributing to a nurturing learning environment both in and out of class, and researching and studying with the spirit of discovery and competence building. I am your resource person in this endeavor and I am always willing to work with you.

**CLASSROOM ETHICS:** We are all expected to respect the learning environment of others; supportive, constructive comments are encouraged and humor is welcome. Harassment, cheating<sup>1</sup>, plagiarism<sup>2</sup>, and other similar behaviors will not be tolerated. Anyone who engages in such behavior may be removed from the class and earn a grade of 0 for the course.

<sup>1</sup> In this class, cheating is defined as intentionally using or attempting to use the words, ideas, or answers of another student, using unauthorized materials in any academic exercise, or making choices driven by dishonest motives. Please protect your work from unauthorized use.

<sup>2</sup> In this class, plagiarism is using the words or ideas of another without clearly acknowledging the source of that information. To avoid plagiarism, you must give credit or give a citation whenever you use another person's idea, opinion, or theory or use facts, statistics, graphs, drawings, and/or quotations.

**INCLEMENT WEATHER POLICY:** In hazardous weather conditions, the College may be closed and classes cancelled, or the college may opt to run on a two-hour delayed schedule (see below). The decision to close or delay the opening of classes will be announced on the inclement weather hotline, 610 625-7995, and will be communicated on local radio and TV stations. These closings or delays will also appear at the top of the login page on the College's internet portal AMOS ([amos.moravian.edu](http://amos.moravian.edu)) as well as the College's website ([www.moravian.edu](http://www.moravian.edu) <<http://www.moravian.edu>>). College-wide cancellations *after the start of the class day* will be announced on the public-address system of the HUB, the campus e-mail system, the radio and TV stations mentioned above, and AMOS and the College's website.

**TWO-HOUR DELAY:** If the decision has been made to open with a two-hour delay, the day does not begin with third-period classes; it begins with first-period classes on a shortened schedule. When following the delayed schedule, please note that there will be no "A" or "B" periods. A 2-hour delay does not affect courses, which begin at 4PM or later. Those courses would run on their normal schedule, if the college were open. Morning and afternoon science labs and studio art classes have their own schedule. Music lessons and practice are cancelled for the day when the delayed schedule is in effect.

“Be aware of how emotional contagion impacts the people around you – live FISH!” ~ Dr. D.




## **MGMT 386: TENTATIVE CLASS SCHEDULE**

(SUBJECT TO CHANGE)

**NOTE: ALL CAREER DEVELOPMENT WORK IS DUE TO OUR COMMUNITY BY 11:59PM EACH SCHEDULED MONDAY.**





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MEETING DATE	TOPIC	READING & ASSIGNMENTS
<i>1<sup>ST</sup> WEEK</i>	Join our G+ community. Create and share a personal logo for your brand. PLAY!	Please comment on all of your peers' posts prior to our 2 <sup>nd</sup> class to welcome our friends!
<i>JANUARY</i> <i>WEEK 1</i> 19 <sup>th</sup>	Seminar: Introductions 	Chapter 1 Read The Starbucks Experience. Note: your reading will inform each journal assignment.
Week 2 26 <sup>th</sup>	Career Development	Post your career development work to our Google community and interact with your peers. Remember, a community is about <i>sharing!</i>
<i>FEBRUARY</i> Week 3 2 <sup>nd</sup>	Seminar	Journal #1 due Synthesize Principle 1: Make It Your Own with your site work.
Week 4 9 <sup>th</sup>	Career Development	Post your career development work to our Google community and interact with your peers. Remember, a community is about <i>sharing!</i>
Week 5 16 <sup>th</sup>	Seminar	Journal #2 due Synthesize Principle 2: Everything Matters with your site work.
Week 6 23 <sup>rd</sup>	Career Development	Post your career development work to our Google community and interact with your peers. Remember, a community is about <i>sharing!</i>
<i>MARCH</i> Week 7 2 <sup>nd</sup>	Seminar	Journal #3 due Synthesize Principle 3: Surprise and Delight with your site work.
Week 8 9 <sup>th</sup>		<i>Rejuvenate and have fun!</i>
Week 9 16 <sup>th</sup>	Seminar	Journal #4 due Synthesize Principle 4: Embrace Resistance with your site work.
Week 10 23 <sup>rd</sup>	Career Development  <b>Moravian College Career Fair 3.26.14 11:30-1:30PM Mandatory Attendance</b>	Post your career development work to our Google community and interact with your peers. Remember, a community is about <i>sharing!</i>
Week 11 30 <sup>th</sup>	Seminar	Journal #5 due Synthesize Principle 5: Leave Your Mark with your site work.



1 7 4 2

<b>APRIL</b> Week 12 6 <sup>TH</sup>	Career Development	Post your career development work to our Google community and interact with your peers. Remember, a community is about <i>sharing!</i>
Week 13 13 <sup>th</sup>	Seminar 	Journal #6 due Create a personal reflection on our readings, your career development activities, and your site work.
Week 14 20 <sup>th</sup>	Career Development	Post your career development work to our Google community and interact with your peers. Remember, a community is about <i>sharing!</i>
Week 15 27 <sup>th</sup>	Seminar	Final materials due.
	<b>COMMENCEMENT</b> KUDOS TO THE CLASS OF 2015!	

\* Please note that the contents of this syllabus are subject to change.

## CAREER CENTER IMPORTANT DATES SPRING 2015

REMEMBER TO USE YOUR RESOURCES ☺



### **Hound Hire Link Information Session**

January 20 • 11:45AM • TBD

Hound Hire Link is the site where the Career Development Center advertises job and internship opportunities. This site replaces our former system, the Career Hound. This valuable resource is free and accessible by any student at Moravian College. Students are encouraged to attend this 20-minute information session for a tutorial on our new job/internship online system.

### **Internship Information Session**

February 3 • 11:45AM • TBD

Are you a sophomore or junior looking for information about internships? No one wants to take an internship just to say they completed one. Everyone wants to find that AMAZING experience that both changes their perspective on their field and markets them to potential employers. We'll show you how to search, write a powerful resume and cover letter and nail the interview.

### **Peace Corps Table and Informational Interviews**

February 10 • 1:30-3:00 PM • HUB (Table)

February 10 • 1:30-3:00 PM • Career Development Center

As the preeminent international service organization of the United States, the Peace Corps sends Americans abroad to tackle the most pressing needs of people around the world. Representatives from the Peace Corps will be on campus sharing information about the Peace Corps as well as conducting 1:1 informational interviews. In order to participate in these interviews, you must first sign up on the Peace Corps Website: <http://www.peacecorps.gov/>, click on PA Events- upcoming. All majors and class years are encouraged to sign up to attend and learn more!

### **"Bound For Graduate School-Strategies to Gain Admissions to Highly Competitive Graduate Programs." By Don Asher**

February 12 • 4:00PM • Dana Lecture Hall

Don Asher is an internationally acclaimed author & speaker. Back by popular demand, Don Asher will offer advice and strategies on admission to a variety of competitive graduate degree programs (Ph.D., Masters). This information will greatly assist you in your pursuit of graduate/professional school. *All majors and class years welcome.*

### **"Career Decision Making For Liberal Arts Students" By Don Asher**

February 12 • 7:00PM • Prosser Auditorium

Don Asher is an internationally acclaimed author & speaker. During this presentation he will help students to navigate the career decision-making process and provide insight for determining the range of career paths available for graduates with a Liberal Arts degree. *This is an important event that every student should attend!*  
*This is a Greek Gold Star event.*

### **Job and Internship Fair Prep Session**

February 19 • 11:45AM • TBD

This presentation will prepare you for any and all career fairs you may be attending. Information will include how to prepare, what to wear, how to approach an employer and what to do after the fair. Attendees are welcome to bring their lunch.

### **Lehigh Valley Collegiate Career Expo**

February 25 • 12:00PM-4:00PM • Holiday Inn Fogelsville

Bring your newly updated resume and your professional, can-do attitude and join over 100 employers at the annual LVCCE. If you are searching for an internship or a professional position, this is the right place for you. There will be something for every major. Visit [lvcce.org](http://lvcce.org) for a list of organizations attending. Free transportation will be provided by the Career Development Center. Advanced sign-up with the Career Development Center is required for transportation.

### **Careers with an Environmental Impact**

March 3 • TBD • TBD





This event is designed to help you learn about careers paths and opportunities from alumni working for organizations that embrace responsibility for the social environmental impact of their actions. Alumni will host small round-table sessions to talk about their career paths and offer advice to current students looking to find jobs and internships in the field.

### **Washington DC Networking Reception**

March 18 • TBD • Washington DC

Connect with alumni in the Washington DC area. Students are encouraged to attend if they are interested in living/working/interning in DC or the surrounding areas. Advanced registration and prep session attendance is REQUIRED. Space is limited. Watch your Moravian College email for more information.

### **Job and Internship Fair Prep Session**

March 19 • 11:45AM • TBD

This presentation will prepare you for any and all career fairs you may be attending. Information will include how to prepare, what to wear, how to approach an employer and what to do after the fair. Attendees are welcome to bring their lunch.

### **Education Opportunities Day**

March 24 • 9:30AM-3:00PM • HUB

This event is for seniors & juniors in the Education Certification Program to provide students information on the interviewing and job search process. There will be a job fair in the afternoon for seniors to meet over a dozen local school districts!

### **Job and Internship Fair**

March 26 • 11:30PM-2:30PM • Johnston Hall

Employers will be on campus to meet with students about jobs and internships! Every major and year of study is encouraged to attend to learn about these opportunities. There will be various organizations in attendance at this important event. Professional dress and polished resumes are required. No advanced registration necessary.

### **Better Late Than Never Workshop for Seniors**

April 9 • 11:45AM • TBD

Still worried about entering this uncertain job market? Come to this last chance workshop to learn what you can do as you leave Moravian and conduct your job search. What will get someone to read your resume? How to network and what resources are available to you - attend this session for all the last minute info you need!

### **LinkedIn for Beginners**

April 14 • 11:45AM • TBD

Don't know where to start? LinkedIn is a valuable resource to connect with individuals and companies in your industry. Over 150+ industries are represented on LinkedIn! Don't miss your chance to connect to over 225 million people using this valuable resource. Learn how to utilize LinkedIn, create a profile and establish your network.

### **LinkedIn Advanced**

April 15 • 11:45AM • TBD

You've created your LinkedIn account. What's next? Learn how to utilize your network, generate positive content, communicate professionally, search for jobs and find people in your field.

More events added weekly! Visit [www.moravian.edu/career](http://www.moravian.edu/career) for an up-to-date list of upcoming events!  
Located in the HUB \* 610.861.1509 \* [thecareercenter@moravian.edu](mailto:thecareercenter@moravian.edu)