

**WESTERN MICHIGAN UNIVERSITY**

**DEPARTMENT OF  
HUMAN PERFORMANCE AND HEALTH EDUCATION**

**SPORT MANAGEMENT INTERNSHIP MANUAL**

<b>DESCRIPTION</b>	Internships offer qualified students the opportunity to gain practical experience within sport management related disciplines. Placements are made in public, private and corporate organizations and are designed to compliment a student's professional graduate student preparation.
<b>APPLICATION</b>	Interested students should meet with their faculty advisor to form tentative plans at least one semester prior to the internship experience and to initiate the required paperwork.
<b>CREDITS</b>	Sport Management internships may be taken for a minimum of two and a maximum of six credits. Seventy-five (75) site contact hours are required for each registered credit hour and the experience must continue for at least eight weeks. In come cases, additional off-site time may be necessary to successfully complete the internship experience.
<b>PREREQUISITES</b>	To qualify for the internship experience, students must (1) have successfully completed at least 30 of the 36 required credits hours towards their master's degree (all but one course); (2) demonstrate a 3.00 cumulative grade point average; and (3) gain the permission of the internship coordinator.
<b>ASSESSMENT</b>	A credit/no credit grade will be assigned to this experience as described in the Graduate Catalog.

<p style="text-align: center;"><b>SPORT MANAGEMENT INTERNSHIP GENERAL COMMENTS AND GUIDELINES</b></p>
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1. It is highly recommended that the internship be completed during a single semester or during the two summer school semesters. Internships may extend beyond one semester and should be discussed with the internship coordinator at the beginning of the process.
2. The quality of an internship experience is greatly affected by the amount of time an intern is able to commit to the experience in a single setting. When possible, students should approach their internship as a full-time job; dedicating the majority of the workday to internship duties.
3. In most situations the student will be responsible the major financial obligations for the internship. The student may accept financial stipends, salaries, housing, other compensations provided by the internship agency.
4. Students are encouraged to investigate and accept internships that may be located outside the Western Michigan geographic area.
5. The student, academic advisor, or internship supervisor may make the initial contact with a potential internship site regarding a student's placement.
6. A copy of the completed final evaluation form from the internship site supervisor shall be placed in the student's academic file.
7. The primary administrator and evaluator of the student intern will be the internship site supervisor. University supervision of the intern will take the form of any or all of the following: personal visitation, phone conversations, or electronic mail.
8. A final grade of "C" or lower (no credit) will be sufficient grounds to require additional coursework or field experience.
9. A student may be removed from the internship experience for unprofessional conduct.

<p style="text-align: center;"><b>Sport Management Internship Student Objectives</b></p>
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*By the completion of the internship experience, it is the goal for Western Michigan University Sport Management interns to have:*

Gained practical experience under professional supervision to supplement classroom experience and readings

Demonstrated an increased understanding of the complexity and diversity of Sport Management responsibilities

Demonstrated the ability to work with other sport management professionals

Examined, refine, and develop personal skills and competencies applicable to a career in sport management

Become familiar with routine procedures and responsibilities within a particular sport program

Learned, observed, and practiced a variety of administrative experiences

Established realistic goals for professional development

Integrated professional research with daily internship tasks and responsibilities

Increased leadership and communication skills

Become familiar with the organizational structure, purpose, and administrative procedures of the organization in which he/she is placed

Articulated personal and professional strengths and weaknesses as they relate to a career in Sport Management

## **Sport Management Internship Student Responsibilities**

### **Before Placement**

*It is the responsibility of the student to:*

1. Identify an institution, agency, or facility that will provide a professional and academic growth experience as determined by the student in consultation with the university supervisor.
2. Submit a pre-placement summary sheet to the university supervisor  
(See FORM A)
3. Submit a written resume and cover letter of application/interest to the site supervisor and university supervisor.
4. Participate in a formal interview at the internship site.

## After Placement; Before Internship Starts

*It is the responsibility of the student to:*

1. Complete an Internship information data sheet (See FORM B). Submit copies to university supervisor and site supervisor

## During the Internship Experience

*It is the responsibility of the student to:*

1. Represent Western Michigan University; the Department of Health, Physical Education, and Recreation; the internship site; and one's self in such a manner that exemplifies the highest professional standards and ethics.
2. Be aware of and cooperate with the philosophies, objectives, rules, regulations, behavior, and dress codes expected by the internship organization.
3. Perform sport management duties as assigned by the site supervisor
4. Notify the site supervisor on rare occasions when illness prevents attendance at the internship site.
5. **Complete weekly internship logs** detailing time and tasks completed, signed by the site supervisor (See FORM C).
6. Original copies should be included in student's internship portfolio.
7. Halfway through the internship, **complete a mid-point internship self-evaluation** form. (See FORM D). Original copy should be included in the student's internship portfolio
8. **Request site supervisor to complete a mid-point evaluation form** (See FORM E), and arrange a time to discuss findings.

9. **Complete a specific project** for the internship site under the direction of the site supervisor.
10. **Request a copy of the organizational chart of the internship site.**
11. **Compile portfolio materials** for final assessment

### **At the Completion of the Internship Experience**

*It is the responsibility of the student to:*

1. **Complete a final self-assessment** (See FORM F)
2. **Ask the site supervisor to complete a final evaluation form**  
(See FORM G)
3. **Submit the internship portfolio** to the university supervisor before the end of final exam week of the semester in which the student wishes to receive an internship grade.

NOTE: (1/1/17): A student may complete an internship portfolio using one of two methods:

- A. You may put all the information in a binder and turn it in to the Internship Advisor.
  - B. You may scan or save all documents into PDF or Word Format and complete an electronic version of the Portfolio which can then be send to the advisor.
4. **Write a thank you letter** to the site supervisor and other individuals who contributed to the internship experience.

## Responsibility of the Site Supervisor

1. Assist the intern in his/her growth toward professional development and maturity.
2. Assume the role of primary supervisor, mentor, and liaison for the internship student.
3. Broaden the intern's scope of the sport management field.
4. Inform the student of the institution's philosophies, objectives, rules and regulations.
5. Develop a working agreement with the intern that clearly delineates his/her role and responsibilities during the first week of service.
6. Review and sign weekly internship logs and discuss them with the student when necessary.
7. Schedule periodic conferences in order to inform the student of his/her strengths, weaknesses, and progress.
8. Complete and discuss the mid-point evaluation form with the intern
9. Complete the final evaluation form and return it to the university supervisor no later than two days after the completion of the internship period.
10. Attempt to provide the sport management intern with as many varied duties as possible.
11. Immediately inform the university supervisor in the event of any problem with the student's level of performance, or the site's inability to complete the internship experience.
12. Provide the university supervisor with feedback and suggestions regarding future Sport Management internship procedures and policies.

## Internship Portfolio Requirements

*At the completion of the internship experience, the student will submit a portfolio of materials that chronicle his/her internship responsibilities and experiences. **The internship portfolio must include (but is not limited to):***

1. Copy of pre-placement summary sheet (typed)
2. Copy of current resume and letter of application to internship
3. Weekly logs, signed by site supervisor
5. Mid-point self-assessment (typed)
6. Mid-point site supervisor evaluation form
7. Completed internship project (or summary of project)
8. Copy of organizational flow/administrative chart
9. Materials collected during internship experience which represent the organization, and internship responsibilities
10. Post-internship self-assessment (typed)
11. Final site supervisor evaluation form (if available)

**(1/1/17) Internship portfolios may be submitted in a three-ring binder, with each subsection appropriately organized and identified, or the student may choose to scan all the necessary documents into an electronic format which can then be submitted to the advisor.**



## **Sport Management Internship Forms**

**FORM A** Pre-Placement Summary Sheet

**FORM B** Internship Information Form

**FORM C** Weekly Internship Log

**FORM D** Mid-Point Self-Assessment

**FORM E** Mid-Point Site Supervisor Evaluation Form

**FORM F** Final Self-Assessment

**FORM G** Site Supervisor Final Evaluation Form

**FORM A**

Western Michigan University Sport Management Internship  
Pre-Placement Summary Sheet

Student name, address, phone numbers, e-mail address

Intended internship site (location/address)

Name of anticipated site supervisor

Statement indicating why the organization is a viable and dynamic educational setting for training sport management professionals.

Anticipated internship duties and responsibilities

Anticipated schedule/hours per week (Identify start and end dates)

Goals/objectives/outcomes for internship experience (minimum six)

**FORM B**  
Western Michigan University Sport Management Internship  
Information/Contact Sheet

1. **STUDENT** Information: Name, address, telephone number(s), e-mail address, emergency contact name/number(s):

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2. **SITE SUPERVISOR** Information: Name, organization, address, telephone number, e-mail address:

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3. **UNIVERSITY SUPERVISOR** Information: Name, work address, telephone number(s), e-mail address:

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<b>FORM C</b> Western Michigan University Sport Management Internship Weekly Log
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Student Name \_\_\_\_\_ Week \_\_\_\_\_

Internship Site \_\_\_\_\_

**NUMBER OF HOURS PER DAY**

<i>SUN</i>	<i>MON</i>	<i>TUES</i>	<i>WED</i>	<i>THURS</i>	<i>FRI</i>	<i>SAT</i>

Tasks and Responsibilities Completed:

Meetings and Activities Observed:

Student Comments:

Supervisor Comments:

\_\_\_\_\_

Site Supervisor Signature  
Fax to 269 387-2704

Student Intern Signature

**FORM D**

Western Michigan University Sport Management Internship  
**Mid-Point Self-Assessment**

*In an attempt to maximize your internship experience, and to facilitate personal and professional growth, please comment on the following areas as they relate to your Sport Management internship experience (1-2 pages):*

1. Internship expectations
2. Daily tasks and responsibilities
3. Relationship with site supervisor
4. Level of personal confidence
5. Goals for remainder of internship
6. Rewarding experiences thus far

A copy of the typed Mid-Point Self-Assessment should be faxed to your university supervisor at the mid-point of your internship experience.

The original copy should be included in your internship portfolio.

<b>FORM E</b>	
Western Michigan University	Sport Management Internship
Site-Supervisor <b>Mid-Point</b> Evaluation Form	

Intern \_\_\_\_\_

Date \_\_\_\_\_

Site Supervisor \_\_\_\_\_

Site \_\_\_\_\_

Please evaluate the intern using the scale indicated below:

- 1 = Unsatisfactory: Completely unsatisfactory performance criteria
- 2 = Below Average: Not consistently satisfactory in criteria
- 3 = Average: Adequate but no more than satisfactory
- 4 = Good: Consistently better than satisfactory in criteria
- 5 = Excellent: Meets top expectations of criteria

**Personal Competencies:**

**1. Judgement**

Knows his/her limitations and when to ask for help	N	1	2	3	4	5
Can distinguish between important and unimportant matters	N	1	2	3	4	5
Analyzes situations to consider possible results	N	1	2	3	4	5

**2. Adaptability**

Capable of meeting new situations calmly	N	1	2	3	4	5
At ease with people of all ages and abilities	N	1	2	3	4	5
Immediately sees the needs of a situation	N	1	2	3	4	5

**3. Emotional Maturity**

Is well-poised; shows self-control	N	1	2	3	4	5
Understands behavior in self and others	N	1	2	3	4	5
Demonstrates even temperament and happy disposition	N	1	2	3	4	5
Able to accept suggestions and clarification of own ideas	N	1	2	3	4	5

**4. Enthusiasm**

Eagerly pursues tasks	N	1	2	3	4	5
Keenly interested in things and people	N	1	2	3	4	5
Eager to learn about all aspects of Sport Management	N	1	2	3	4	5

**5. Dependability**

Punctual and efficient	N	1	2	3	4	5
Carries work through to completion	N	1	2	3	4	5
Communicates illnesses or absences	N	1	2	3	4	5

**6. Initiative**

Demonstrates foresight and anticipates tasks	N	1	2	3	4	5
Starts tasks without suggestions or prodding	N	1	2	3	4	5
Takes responsibility for beginning or originating action	N	1	2	3	4	5

**7. Appearance**

Neat and well-groomed	N	1	2	3	4	5
Appropriately dressed for all occasions	N	1	2	3	4	5

**8. Cooperation**

Respects opinions and wishes of others	N	1	2	3	4	5
Courteous, friendly and thoughtful	N	1	2	3	4	5

## Professional Competencies

### **9. Administrative Preparation (Demonstrates entry-level knowledge of:)**

Administrative procedures	N	1	2	3	4	5
Organizational philosophy	N	1	2	3	4	5
Financial procedures	N	1	2	3	4	5
Public relations	N	1	2	3	4	5
Facility management	N	1	2	3	4	5
Office equipment and technology	N	1	2	3	4	5
Marketing and promotions	N	1	2	3	4	5
Legal issues	N	1	2	3	4	5

### **10. Communications Skills**

Command of English language; able to convey ideas	N	1	2	3	4	5
Ability to write professionally and efficiently	N	1	2	3	4	5
Ability to speak before a group	N	1	2	3	4	5

### **11. Leadership**

Instills confidence in others	N	1	2	3	4	5
Stimulates others toward better efforts	N	1	2	3	4	5
Promotes harmonious relationships	N	1	2	3	4	5
Organizes and works in a democratic manner	N	1	2	3	4	5
Delegates responsibilities	N	1	2	3	4	5
Plans cooperatively with others	N	1	2	3	4	5
Recognizes and responds to the needs of others	N	1	2	3	4	5
Brings out the best in people	N	1	2	3	4	5
Contributes to the effective resolution of conflicts	N	1	2	3	4	5
Maintains an attitude of objectivity and fairness	N	1	2	3	4	5
In an imaginative and creative thinker	N	1	2	3	4	5

### **12. Professional Attitude**

Sincere interest in the Sport Management profession	N	1	2	3	4	5
Evaluates work and sets goals for improvement	N	1	2	3	4	5
Familiar with professional literature and journals	N	1	2	3	4	5
Displays critical thinking about the profession	N	1	2	3	4	5
Understands the organizational structure of sport	N	1	2	3	4	5
Establishes professional contacts	N	1	2	3	4	5

### **13. Administrative Skills (Shows promise in)**

Marketing	N	1	2	3	4	5
Promotional activities	N	1	2	3	4	5
Group sales	N	1	2	3	4	5
Financial management	N	1	2	3	4	5
Public speaking and presentations	N	1	2	3	4	5
Information management	N	1	2	3	4	5
Event planning and implementation	N	1	2	3	4	5

COMMENTS:

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Site Supervisor's Signature

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Date

**FORM F**

Western Michigan University Sport Management Internship  
**Final Self-Assessment (Student)**

*In an attempt to evaluate your internship experience, and to facilitate future sport management internship placements and procedures, please comment on the following areas as they related to your Sport Management internship experience (1-3 pages):*

1. Internship expectations vs. reality (see pre-placement form)
2. Satisfaction with internship site
3. Most beneficial part of internship experience
4. Professional skills acquired/refined
5. Areas of frustration and/or disappointment
6. Recommendations for future internship procedures/placements

The typed Final Self-Assessment should be included in your internship portfolio.



<b>FORM G</b>	
Western Michigan University	Sport Management Internship
Site Supervisor	<b>FINAL EVALUATION</b> Form

Intern \_\_\_\_\_

Date \_\_\_\_\_

Site Supervisor \_\_\_\_\_

Site \_\_\_\_\_

Please evaluate the intern using the scale indicated below:  
 1 = Unsatisfactory: Completely unsatisfactory performance criteria  
 2 = Below Average: Not consistently satisfactory in criteria  
 3 = Average: Adequate but no more than satisfactory  
 4 = Good: Consistently better than satisfactory in criteria  
 5 = Excellent: Meets top expectations of criteria

**Personal Competencies:**

**14. Judgement**

Knows his/her limitations and when to ask for help	N	1	2	3	4	5
Can distinguish between important and unimportant matters	N	1	2	3	4	5
Analyzes situations to consider possible results	N	1	2	3	4	5

**15. Adaptability**

Capable of meeting new situations calmly	N	1	2	3	4	5
At ease with people of all ages and abilities	N	1	2	3	4	5
Immediately sees the needs of a situation	N	1	2	3	4	5

**16. Emotional Maturity**

Is well-poised; shows self-control	N	1	2	3	4	5
Understands behavior in self and others	N	1	2	3	4	5
Demonstrates even temperament and happy disposition	N	1	2	3	4	5
Able to accept suggestions and clarification of own ideas	N	1	2	3	4	5

**17. Enthusiasm**

Eagerly pursues tasks	N	1	2	3	4	5
Keenly interested in things and people	N	1	2	3	4	5
Eager to learn about all aspects of Sport Management	N	1	2	3	4	5

**18. Dependability**

Punctual and efficient	N	1	2	3	4	5
Carries work through to completion	N	1	2	3	4	5
Communicates illnesses or absences	N	1	2	3	4	5

**19. Initiative**

Demonstrates foresight and anticipates tasks	N	1	2	3	4	5
Starts tasks without suggestions or prodding	N	1	2	3	4	5
Takes responsibility for beginning or originating action	N	1	2	3	4	5

**20. Appearance**

Neat and well-groomed	N	1	2	3	4	5
Appropriately dressed for all occasions	N	1	2	3	4	5

**21. Cooperation**

Respects opinions and wishes of others	N	1	2	3	4	5
Courteous, friendly and thoughtful	N	1	2	3	4	5

**Professional Competencies**

**22. Administrative Skills (Current level of expertise)**

Administrative procedures	N	1	2	3	4	5
Public relations	N	1	2	3	4	5
Facility management	N	1	2	3	4	5
Office equipment and technology	N	1	2	3	4	5
Marketing and promotions	N	1	2	3	4	5
Legal issues	N	1	2	3	4	5
Group sales	N	1	2	3	4	5
Financial management	N	1	2	3	4	5
Public speaking and presentations	N	1	2	3	4	5
Information management	N	1	2	3	4	5
Event planning and implementation	N	1	2	3	4	5

**23. Communications Skills**

Command of English language; able to convey ideas	N	1	2	3	4	5
Ability to write professionally and efficiently	N	1	2	3	4	5
Ability to speak before a group	N	1	2	3	4	5

**24. Leadership**

Instills confidence in others	N	1	2	3	4	5
Stimulates others toward better efforts	N	1	2	3	4	5
Promotes harmonious relationships	N	1	2	3	4	5
Organizes and works in a democratic manner	N	1	2	3	4	5
Delegates responsibilities	N	1	2	3	4	5
Plans cooperatively with others	N	1	2	3	4	5
Recognizes and responds to the needs of others	N	1	2	3	4	5
Brings out the best in people	N	1	2	3	4	5
Contributes to the effective resolution of conflicts	N	1	2	3	4	5
Maintains an attitude of objectivity and fairness	N	1	2	3	4	5
In an imaginative and creative thinker	N	1	2	3	4	5

**25. Professional Attitude**

Sincere interest in the Sport Management profession	N	1	2	3	4	5
Evaluates work and sets goals for improvement	N	1	2	3	4	5
Familiar with professional literature and journals	N	1	2	3	4	5
Displays critical thinking about the profession	N	1	2	3	4	5
Understands the organizational structure of sport	N	1	2	3	4	5
Establishes professional contacts	N	1	2	3	4	5

COMMENTS:

\_\_\_\_\_  
Site Supervisor's Signature

\_\_\_\_\_  
Date

<b>Western Michigan University      Sport Management Internship</b>  <b>Student Checklist</b> <b>(To be placed in student internship file)</b>
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<b>ITEM</b>		<b>DATE</b>
<input type="checkbox"/>	Meeting to discuss Internship placement	_____
<input type="checkbox"/>	Pre-Placement Summary Sheet	_____
<input type="checkbox"/>	Western Michigan Internship Application Form	_____
<input type="checkbox"/>	Internship Information Form	_____
<input type="checkbox"/>	Weekly Internship Log (s)	_____
<input type="checkbox"/>	Mid-Point Self-Assessment	_____
<input type="checkbox"/>	Mid-Point Site Supervisor Evaluation Form	_____
<input type="checkbox"/>	Final Self-Assessment	_____
<input type="checkbox"/>	Site Supervisor Final Evaluation Form	_____