



**Summary of Application and Course Management Process:**

Students cannot enroll in ENT 444 through course drop and add. They will be added by the **ENT Internship Coordinator upon approval of their Internship Application**. Hours worked before the internship has been approved by the ENT Internship Coordinator cannot be counted as internship hours.

**Note:** ENT students are encouraged to do multiple internships. You may apply to receive credit for multiple internship experiences (3 credits), provided they are approved in advance and different from one another.

\*\*\*Application is due **4 weeks prior to end of the semester PRIOR** to your proposed internship.\*\*\*

**Preparation:**

Use Degree Progress to confirm that your Entrepreneurship major and chosen minor are signed and that you have completed all prerequisites to ENT444. Prerequisites: ENT 210, ENT 213, ENT 221 and 56 cr hrs. Once you determine that you are qualified to apply, identify potential internship employers / providers, discuss your and your employer's roles. Use the attached Employer and Student Guidance (pgs 6-7), to develop a proposal and internship plan and understand more about the entrepreneurial objectives expected in your internship. If you have any questions about these, please email or meet with the ENT Internship Coordinator to discuss some draft objectives prior to completing the application.

**Application Completion:**

**Step 1:**

Complete the following forms included in this packet and obtain required signatures (written not pasted or typed) and bring them to the ENT office in Grawn 164 or email them to the ENT Internship Coordinator, Julie Messing at [julie.messing@cmich.edu](mailto:julie.messing@cmich.edu).

1. Student and Employer Information Form (pg 2)
2. Proposed Internship Description (pg 3) signed by work supervisor. Please see Employer And Student Guidance pgs 7-8 for assistance.
3. Student Acknowledgment of Position & Responsibilities Form (pg 4) signed by the student.
4. Completed Internship Agreement between CMU and the internship provider with employer signature. Fill in the underlined sections of the document with the information requested. If typed, use **bold** font.

Before turning in this application, please confirm that pages 2-6 are fully completed, with all required signatures (written not pasted or typed). You may delete the cover page and guidance pgs 7-8 prior to turning in. The final forms may be scanned, converted to pdf files or digitally imaged, and then emailed to the ENT Internship Coordinator ([Julie Messing julie.messing@cmich.edu](mailto:julie.messing@cmich.edu)). Alternatively, they may be printed and turned in at the Entrepreneurship office (Grawn 164).

**Step 2:**

Application review. Once your application is complete, it will be reviewed. If incomplete or there are further questions, you will be contacted through CMU email. The most frequent cause for rejection of an application is that the entrepreneurial objectives are vague, too general or not entrepreneurial enough. (See pgs 7-8 for guidance) Once approved, a course add card will be sent to the Registrar to add you to ENT444 in the semester you indicate.

**COURSE COMPLETION:** Once your application has been approved and you have been added to ENT444 you will have access to the course in Blackboard. Once registered, carefully review the syllabus, forms, instructions and due dates found in the "Course Materials" section. If you believe you should be enrolled in ENT444, but do not have access to ENT444 in Bb, check with the Internship Coordinator ASAP.

**ENT 444 Internship Application  
Student and Employer Information Form**

Date: \_\_\_\_\_

Student Name: \_\_\_\_\_ Student Number: \_\_\_\_\_

Major: \_\_\_\_\_ Minor: \_\_\_\_\_ Internship Semester: \_\_\_\_\_

Current Address

Street Address: \_\_\_\_\_

City, State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ CMU Email:\*\* \_\_\_\_\_

\*\* you are required to regularly check cmich.edu email throughout your internship

During Internship (if different from above)

Street Address: \_\_\_\_\_

City, State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

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Credits currently completed: \_\_\_\_\_ Credits completed at end of semester: \_\_\_\_\_

All prerequisites complete? \_\_\_\_ Yes \_\_\_\_ No (Prerequisites: ENT210, ENT213, ENT221 and 56cr hrs)

If no please explain: \_\_\_\_\_

ENT444 credit hrs proposed: \_\_\_\_\_ Total work hrs required (150hr = 3 cr): \_\_\_\_\_

Proposed Intern Start Date: \_\_\_\_\_ Proposed Intern End Date: \_\_\_\_\_

Will you be compensated (paid) by the company for your work? Yes No

Company Name: \_\_\_\_\_

Supervisor Name & Title: \_\_\_\_\_

Is the supervisor a family member? \_\_\_\_ If yes, what relationship to student \_\_\_\_\_

Supervisor Email [required]: \_\_\_\_\_

Supervisor Phone # [required]: \_\_\_\_\_

Full Company Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## **Proposed Internship Description**

(Please be detailed in the information below)

Internship Position & Duties:

Entrepreneurial Activities, Goals & Objectives of the internship (Attach extra paper if more space is needed.):

\*\*\*See the Employer and Student Guidance document, pgs 7-8, for assistance. Think in terms of your future resume, and describe in detail what you expect to achieve.

Supervisor agrees the above information accurately reflects primary purpose of the internship and that a substantial majority of student's hours will be spent working on the above duties, goals and objectives. Supervisor also agrees to provide midterm and end-of-semester feedback to the student and Internship Coordinator using the official Internship Program documents. These documents will be provided to the student through CMU's online course management system during the term in which the internship occurs.

Work Supervisor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**(For Office Use Only)**

**Internship Approved:**

**Yes**

**No**

**ENT Internship Coordinator:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**STUDENT ACKNOWLEDGEMENT OF POSITION & RESPONSIBILITIES FORM  
(ENT 444, Internship in Entrepreneurship)**

**Student Name:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

Student hereby acknowledges the following:

- **All** information provided on the ENT 444 INFORMATION & REQUEST FOR APPROVAL FORM is accurate and not misleading.
- Company and student has agreed on compensation for the internship.
- Company has made student aware of any general work requirements, the expected work schedule, and any standards of appropriate attire.
- Company has agreed to provide Student with the supervision, training, and resources reasonably necessary for Student to complete the internship.
- CMU has informed Student that Student shall be required to abide by Company's rules and policies.
- If Company's rules and policies limit Student's ability to complete the Final Report, Student shall immediately notify the ENT Internship Coordinator of such (and arrange for an alternative assignment, or partial assignment, that is acceptable to the ENT Internship Coordinator).
- Company has agreed to provide Student with the: (i) Midterm Evaluation; (ii) Final Evaluation; and (iii) Hours Worked Verification Form (and Student's grade will be based, in part, on such information).
- Should the internship terminate early, Student shall immediately notify the ENT Internship Coordinator.
- Per the Undergraduate Bulletin, an Incomplete Grade is:  

[A] temporary grade used by the instructor in cases when a student is unable to complete course requirements because of illness or other justifiable circumstances. It is assigned only in cases in which the student has completed satisfactorily the major portion of the course requirements and has convinced the instructor of his or her ability to complete the remaining work without re-registering for the course. It is not to be given to a student who is already doing failing work...
- Neither Student, nor any of Student's immediate family members has any ownership interest in Company, except as follows: \_\_\_\_\_
- Neither Student's internship supervisor, nor any supervisor of Student's internship supervisor, is one of Student's immediate family members, except as follows: \_\_\_\_\_
- CMU recommends that Student have in force a health insurance policy to defray the cost of hospital or medical care that might be required during the internship (and Student is hereby informed of potential monetary liability Student might incur as a result of failure to maintain sufficient coverage).
- Student should be considered a student intern and may serve as an employee of Company. As an employee, Student may be covered by Company for purposes of compensation, fringe benefits, workers' compensation, unemployment compensation, minimum wage laws, income tax withholding, social security or any other purpose. Student is placed with Company to receive a field experience as part of his or her academic curriculum; those duties performed by student interns are performed as employees, in fulfillment of academic requirements and are performed under Company supervision. If Company and Student enter into such an employment relationship, it shall be independent of, outside the scope of, and shall in no way modify or revoke the obligations of Company and CMU under their Internship Agreement (unless Company and CMU expressly provide otherwise in writing).

By competing this application, you authorize the university, including the Entrepreneurship Department, Internship Coordinator and other authorized individuals, to contact the proposed internship supervisor to verify and clarify details prior to approval as necessary, and for the purpose of monitoring progress or following up on concerns during the internship.

**Student Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

# CMU Entrepreneurship Internships (ENT 444)

## Employer and Student Guidance

### Entrepreneurial Activities, Goals, Objectives and Other Project Guidelines:

Students are expected to work with their internship supervisor (before and during the course) to make it a genuine and meaningful entrepreneurial experience. The student's challenge is to extract the learning value and communicate it through a written report that will be turned in on Blackboard. The process of reflecting on what was learned also provides an open door for the student to share some of their observations and ideas related to the business or organization with the work supervisor (or other management). Students should look for the opportunity to do so. Whatever the theme of the internship, make it meaningful. Make it count!

### A General Approach to a Student Internship Experience in Entrepreneurship

The goal of an entrepreneurship (ENT) internship is to expose the student to key elements involved in starting, developing, expanding and operating an entrepreneurial business or startup organization. Often, the ENT internship will focus on the local expression of a business, even if that local business exists within a much larger organization. Providing an experience that helps the student understand how a business operates, and how it improves its customer reach, loyalty and value proposition fills an important need in the student's entrepreneurship education. The objective of the internship is to advance the student's competence in a direction consistent with his/her own career interests and goals. As such, the experience should add value to the student's career competencies. At its core, entrepreneurship is about personal leadership, value creation, opportunity recognition, creative problem solving, team building, business development, and other related themes.

A successful internship experience typically includes: **(a)** direct interactions with customers (either in a marketing, product development or service capacity); **(b)** regular, meaningful interactions (such as training and/or mentorship discussions) with business owners and/or senior decision makers of the organization or division in which you work; and **(c)** hands-on involvement with one or more operational groups in the organization (such as through projects, jobs, training or other work).

An internship may involve reaching out to new customers, developing new or improved solutions, improving customer communications (or social media), improving processes, or any number of other business growth activities. The internship should give the student a real-life learning experience that embodies at least some of these themes. It is intended that these provide the student a glimpse of entrepreneurship in real-time.

An entrepreneurial internship can be designed in several ways. Some include a specific, deep project such as writing an entire product, service or business plan. Others involve rotating within functional areas of an organization, interning directly with a business owner, or focusing on one functional area of the organization, perhaps identifying opportunities for improvement. While the internship may include a wide range of structured experiences, it may also involve many daily tasks (i.e. normal work) into which a variety of deeper introductions to the business are incorporated during the semester.

### Examples of Possible Work Experiences shown in a Rotation Format (Not all activities or rotation format are required)

This example is intended to **provide some ideas** that may **help create** an internship that is beneficial to the student and the business. Feel free to **use these ideas or develop other more suitable ones**.

If an intern rotates within departments, he/she should be given projects/responsibilities that fit within that framework. One example of a 10-week rotational program is provided below.

**Week 1 – Leadership and Organizational Introduction:** • Organization overview, shadowing owner, president or managing director of the organization • Why and how did the founder(s) start this organization? What does the business define as its core values, strengths, capabilities and value proposition? What does the business (service or product) plan look like? How is funding acquired for startup, expansion or growth?

**Weeks 2-3 – Customer Value Proposition (Products/Services):** • Become familiar with product, services of the business and what they mean to the current target customers. This is what we might call “touch the product” and “understand the customer” phase of the internship • If it is a manufacturing facility, the intern might spend time out in the facility learning the quality and service processes and values that determine the

success of the business • If the business features a customer service or support organization, the intern might participate in and/or shadow those working in the customer service area; focusing primarily on current customers • Coordinate with internal departments to respond quickly to customer requests, and conduct customer follow-up assessments • Depending on the complexity of the organization, this phase might require far more time, such as 3-4 weeks.

**Weeks 4-5 – Marketing and Business Development:** • Intern with Marketing Department or others who interact directly with potential future customers on a daily basis; responsibilities may include: • Help in coordinating and/or improving the social media interface • Perform market research through interviews, focus groups and surveys • Attend a business tradeshow • Coordinate a special event(s) and/or media relations related to an event • Prepare presentations, brochures and/or promotional materials • Assist in building a projects database focused on new products, services or ideas • Work in development and implementation of (local, regional, and national) business strategies • Place and track advertising • Develop detailed marketing plans • Interact with potential future clients • Develop a strong understanding of company's products and services • Sell and create sales presentations to current customers and prospect for new business • Depending on the complexity of the organization, this phase might require more time, such as 3-4 weeks; and may be merged with the previous segment of the internship.

**Weeks 6-9 Management and Operational Overview** – might include any of the following, based on the size and uniqueness of the organization. If appropriate, these may be done as 1-2 week rotations and fill weeks 6-9 of the internship.

**1. Operations/IT/Production/Infrastructure:** \*Intern with Operations/IT Department responsibilities may include: Working with the IT department in supplier schedules, EDI, production planning, etc • Defining improvement initiatives • Mapping operational processes • Conduct data gathering and analysis of processes • Creating standardized operating procedure documentation • Assisting in implementing improvements and control plans • Perform buying functions • Assisting with quality control procedure • Performing web design and web programming • Working with information technology and functional business areas to develop and promote Web use, development, and publishing knowledge and expertise • Researching new software and created implementation plan • Setting up intranet for company use • Analyzing the operation of the work site organization and find areas for improvement

**2. Human Resources:** \*Intern with Human Resources Department responsibilities may include: • Reviewing compensation, benefits, incentive program, perhaps comparing with industry databases • Research and/or collect data for HR initiatives • Networking with external resources • Performing reference and background checks • Preparing materials for and conducting orientation and interviews • Advertising all open job positions, assist with recruiting • Revamp training manual • Making safety newsletters • Working with compensation and benefits • Sitting in on employee conduct/evaluation meetings • Planning employee recognition events or strategies

**3. Finance/Accounting:** \*Intern with Accounting/Finance Department responsibilities may include: • Working with general ledger accounts • Assisting in daily accounting/treasury operations and compliance requirements • Performing reconciliation of banking activities • Working with clients to help create a financial plan and payment plans • Managing client accounts and take necessary actions to receive payment • Developing and/or analyzing budgets for a regional or categorical operation • Conducting profit analysis, handling accounts payable, and/or working with payroll • Organizing files to make sure they are audit-ready • Preparing financial options reports • Researching new sourcing alternatives or more efficient costing and pricing models

**Week 10 Leadership Report(s) and Debriefing(s):** Students meet with organizational leadership to review the experience • If appropriate, this is an ideal point at which to prepare a presentation or report on the internship experience for the leadership and/or other constituents involved in the process • Receive constructive feedback and suggestions from the organization • It is particularly valuable for a student to work on one or more short-term projects which he/she can see the project from conception to implementation. If such project occurred, the results can be discussed at this stage • Discuss potential future project or potential employment possibilities.