A) Below are guidelines for taking MGMT 4510/4520/4530, MKT 4510 and SCMT 4540 for internship credit (1-3 hours).

Students:

1) Should have completed the following prerequisites:
   - Have a declared concentration in Management, Human Resources Management, Entrepreneurship, Marketing and/or Supply Chain Management
   - Cumulative UNO GPA of a 2.50 minimum
   - Junior or Senior standing

2) In addition to the above prerequisites, students completing an internship for credit must have earned a “C+” or higher in foundation courses PRIOR to the start of the internship course. The internship courses and their foundation courses are specified below:
   - MGMT 4510 Management Internship
     - Complete MGMT 3490 with a “C+” or higher
   - MGMT 4520 Human Resources Management Internship
     - Complete MGMT 3490 and MGMT 3510 with a “C+” or higher
   - MGMT 4530 Entrepreneurship Internship
     - Complete MGMT 3710 with a “C+” or higher
   - MKT 4510 Marketing Internship
     - Complete MKT 3310 with a “C+” or higher
   - SCMT 4540 Supply Chain Management Internship
     - Complete MKT/SCMT 3410 with a “C+” or higher

3) Must have obtained a PAID internship at a firm or organization related to the field of study (i.e., Management, Human Resources Management, Entrepreneurship, Marketing or Supply Chain Management). It is possible to receive credit for an unpaid internship if the organization providing the internship is a government or non-profit organization.

4) Must work at least 180 hours over a 3-month/semester period (to take the course for 3 credits).
Note: Since academic semester/employer hiring timelines are typically not in sync, there is considerable flexibility with respect to when you work and when you register for the internship as a course.

Please also note it is highly unlikely that you will be able to use your current job for an internship. For course credit, you need to take on a new project or responsibilities substantially different from the job you have been doing. You will be asked to provide a current job description along with a written outline of your proposed internship duties when requesting approval from the Internship Coordinator.

*Please contact the Internship Coordinator for details about adapting this internship class to best meet your academic/employment-internship objectives.*

B) If you are interested in applying internship work for credit, before you start your internship, take the following steps to obtain approval to register for MGMT 4510/4520/4530, MKT 4510 or SCMT 4540:

1) Provide the following information:

   - Student Name
   - NUID
   - Preferred Email Address
   - Internship Semester
   - Desired # of Credits (1-3)
   - Internship Company
   - Intern Supervisor (Name)
   - Supervisor Email
   - Supervisor Phone Number
   - Internship Start/Stop Dates

2) Provide an offer letter or letter of employment from the employer.

3) Have your internship supervisor fill out the Internship Learning Agreement (found on the Marketing and Management Internship website) and email it directly to agentry@unomaha.edu

4) Provide a brief description of your internship position.

5) Provide three learning objectives for your internship and expand on how those will be accomplished. A learning objective is a specific discipline-based knowledge or skill that you will learn as a result of the internship. Learning objectives are not a job description or list of tasks, duties or projects. They reflect knowledge or skills related to your major field of study. Please note that the majority of your final paper will be based on these learning objectives, so be specific.

6) Email these completed documents to the Management and Marketing Internship Coordinator, Alissa Gentry (agentry@unomaha.edu)

C) Final Registration Steps

1) After receiving and reviewing all of the aforementioned documents, the Internship Coordinator will obtain and e-mail you a permit number to register in MavLINK for MGMT 4510/4520/4530, MKT 4510 or SCMT 4540, as appropriate.
2) Use the permit number to enroll in the course. Make sure to use the drop down menu to select the desire number of credit hours (1-3).

D) Expectations and UNO Academic Requirements for MGMT 4510/4520/4530, MKT 4510 or SCMT 4540:

1) Keep a written log of your work activities. This will help you in writing your final paper.

2) At the end of the semester (by Friday of Finals Week @ 11:59 PM), turn in a 3500-4500 word internship report. You may send your report to the Internship Coordinator two weeks prior to this date in order to receive feedback and edits before you turn in your final paper. Include the following:

   a) Introduction: Overview about the industry and the history of the organization. Discuss your role in the organization.
   b) Discuss your accomplishments and tie them back to your learning objectives
      a. What did the company expect you to accomplish? Identify specific outcomes you were asked to achieve.
      c. Discuss the results. What were the measurable outcomes or how did you determine the effectiveness of your efforts? If you could do the project/task over again, what would you do differently?
   c) Conclusion: Provide feedback on one or two positives about your internship as well as one or two areas that could be improved (either how you could have improved your performance or how the organization could have improved its performance). How did your expectations of the internship before you started compare with what you experienced? Did it help shape your career goals in any way?

*Note that grammar, spelling, and punctuation matter in the final paper.

Once all of the above requirements have been met, a grade will be issued for MGMT 4510/4520/4530, MKT 4510 or SCMT 4540.

Near the end of your internship, your employer will be asked to complete a performance evaluation on your work performance. This will constitute 30% of your grade.

Grade Breakout:

- **Final Paper:** 70%
- **Final Employer Evaluation:** 30%

Please don’t hesitate to reach out to the MGMT/MKT Internship Coordinator if you have questions, comments, or concerns. Contact Information:

Alissa Gentry
Mammel Hall, 134
(402) 554-3419
agentry@unomaha.edu
Grading Rubric
INTERN FINAL REPORT (70)

I. CONTENT OF REPORT (50)
   A. Introduction (5)
   B. Accomplishments (15)
   C. Learning outcomes (15)
   D. Results (10)
   E. Conclusions (5)

SUBTOTAL FOR CONTENT

II. PRESENTATION AND WRITING QUALITY (20)
   A. Organization of report (6)
   B. Appropriate grammar (6)
   C. Readability (8)

SUBTOTAL FOR PRESENTATION

TOTAL FOR INTERN FINAL REPORT

EMPLOYER’S EVALUATION (30)

EMPLOYER EVALUATION

OVERALL TOTAL (100)

COMBINED TOTAL