

Stamford International University



# Internship Program Workbook

Name \_\_\_\_\_

ID \_\_\_\_\_

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## The Objectives of the Internship

The internship is seen as a very important component of the curriculum by both employers and Stamford International University (STIU). The extent of responsibility and management experience will, of necessity, vary by organization.

### **The internship is designed to enable students to:**

- Make an effective contribution to the employing organization;
- Gain first-hand experience of a real working environment and, in particular, the problems encountered in human, financial and other resource terms, in trying to meet organizational objectives, and understand how such problems are tackled;
- Demonstrate your ability to understand the role in the work of the organization by implementing instructions, directing, understanding, assuring appropriate actions, and carrying out tasks assigned to you successfully;
- Develop interpersonal and technical skills, as well as competencies necessary for successful completion of your work;
- Consider and discuss with colleagues and supervisors the relationship between the theoretical concepts and the practical situations you come across; and apply careful thoughts to ways in which this experience may help you to plan your future.

## Internship Program Policy

### Requirements for Application

- ✓ The student should be registered in the **last term** only (171 credits earned + registered). The number of credits earned + registered depends on each curriculum and year that you joined. You can check with your academic advisor.
  - ✓ Students should have a **GPA of 2.0** to do their internship by the time of their internship orientation.
    - If any student has a **GPA below 2.0 (not lower than 1.75)**, they can do their internship as long as they have completed (earned and registered) all their coursework; if there is one or more courses remaining, the students will not be able to do their internship.
    - If the student with a **GPA lower than 2.0 (not lower than 1.75)** fails any subject in the last term, he/she will not be able to do his/her internship. After the internship, if the GPA of the student is still lower than 2.0, he/ she will have to come back to take the extra courses needed in order to push their GPA up so he/she can graduate (required minimum GPA for graduation is 2.0).
    - For students whose **GPA is 2.0 or above** at the time of the internship orientation, if they fail any course at the end of that term, they can continue with their internship; however, they will have to come back to take the remaining course in the following term after the successful completion of their internship.
  - ✓ The internship must be a **full-time employment and should last 3 months and/or 480 hours**.
  - ✓ Students are not allowed to do the professional internship with their relatives and/or in their family business.
- \* The student can choose between: **Domestic Internship / Overseas Internship / Entrepreneurial internship**

### Domestic Internship – placement process

- 1) Students are required to attend the internship orientation in the term previous to it. If a student does not show up to this event, the student is responsible for learning the process and other important internship information by carefully reading the available internship package on Blackboard. It is not the responsibility of the internship advisors nor the internship coordinators to explain the process and other important information to each student over and over again. Contact your academic advisor to discuss whether you are eligible to begin your internship and receive recommendations in case you need them.
- 2) If you can find an internship on your own, approach an organization of your choice to find out the likelihood of being accepted for an internship during the required period.
- 3) If you are experiencing difficulties finding an internship, please contact Stamford Student Life (this contact might change from term to term) and your academic adviser.
- 4) Complete the internship approval & pre-registration and acceptance forms.
- 5) Bring the completed internship approval application and acceptance forms, a resume, and a cover letter (addressed to the company you are applying for) with a 2x2 passport photo to your academic advisor to sign for approval. This is necessary to confirm that the position and company sponsoring your internship will fulfill the internship credit requirements.
- 6) After receiving the approval from your academic advisor, give the approved internship application to academic support to unlock the seat in the registration system and then give it to the Internship Coordinator. This is necessary in order for you to enroll for the internship. **This must be completed before the end of the online registration period.**

### Overseas Internship - placement process

- 1) Follow step 1 to 8 of Domestic Internship on the previous page.
- 2) It is your responsibility to find a company to sponsor your internship.
- 3) Once you have been accepted and a visa has been issued, provide a copy of the acceptance document and your visa along with an internship approval application (which should have already been filled out by your organization) to the Internship Coordinator.

- 4) If you fail to secure an internship overseas, you have to contact the Internship Coordinator right away to re-apply for a domestic internship.

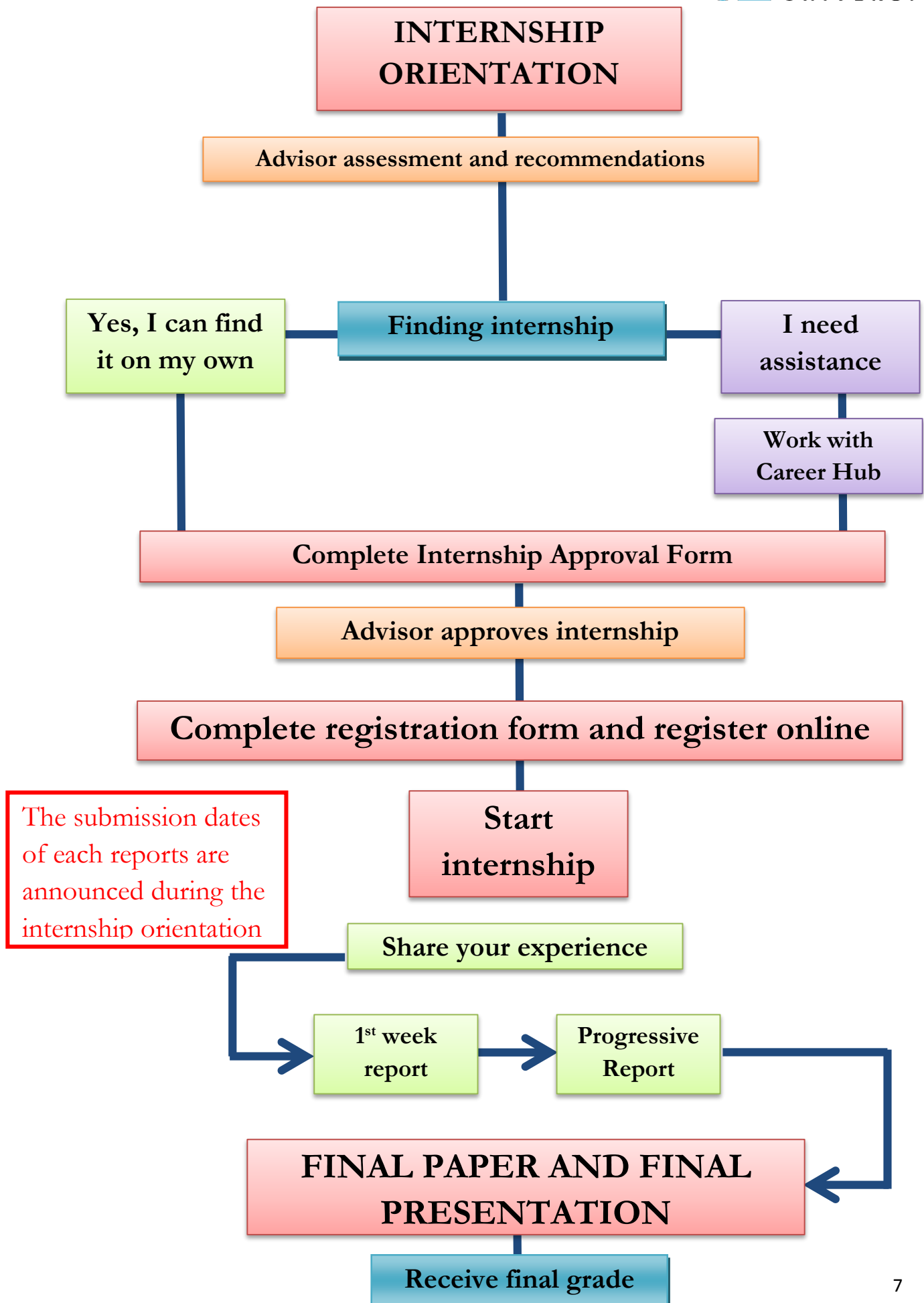
### Entrepreneurial Internship - placement

- 1) For those students who would like to pursue the Entrepreneurial Internship, they should **submit and present their proposal by week 6** of the term previous to their actual internship.

**The entire internship, including final paper, should be submitted on week 11 and the final defense will be held on week 13 at the same time as the rest of final exams. The students will need to defend the information written in their final report; thus, the topics are the same as in the final report.**

**The penalty for late submission will be given a “F” grade for entire internship course.**

**Students are not allowed to work with their immediate relatives. if you are caught falsifying details of your internship venue, you will be automatically given a “F” grade (“Failed”) for internship without any negotiation. therefore, you will need to retake internship to gain eligibility for graduation.**



## Internship Approval & Pre-Registration Form



Major/Concentration \_\_\_\_\_

### Term in which you plan to begin your internship

Term: \_\_\_\_\_ Year \_\_\_\_\_

Duration from: dd \_\_\_\_ mm \_\_\_\_ yyyy \_\_\_\_ to dd \_\_\_\_ mm \_\_\_\_ yyyy \_\_\_\_

\*Be aware that you are required to take Internship on a full-time basis, meaning at least 8 hours of work per day and at least 5 days of work per week, for a total of 480 hours.

### Applicant Information

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

ID: \_\_\_\_\_ No. of credits earned: \_\_\_\_\_ No. of credits registered: \_\_\_\_\_

GPA: \_\_\_\_\_ Email: \_\_\_\_\_

Contact Address: \_\_\_\_\_

Home Tel. \_\_\_\_\_ Mobile \_\_\_\_\_

### Organization Information

\*Please be reminded that you must contact the organization(s) of your choice to find out the likelihood of being accepted for the internship before filling out this part.

Organization Name: \_\_\_\_\_ Division: \_\_\_\_\_

Department: \_\_\_\_\_ Website: \_\_\_\_\_

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

Contact Person: \_\_\_\_\_ Position: \_\_\_\_\_

Phone No: \_\_\_\_\_ Fax No: \_\_\_\_\_ Email: \_\_\_\_\_

**Academic Advisor**

**Student**

**Academic Support**

**Registrar Officer**

\_\_\_\_\_

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

Signatures

### Important Note:

- 1) Attach a 2x2 photo with this form before submitting it to the Internship Coordinator.
- 2) Be aware that you are required to take Internship on a full-time basis, meaning at least 8 hours of work per day and at least 5 days of work per week, for a total of 480 hours.



**Internship Acceptance Form**

**Application Result**

Applicant's name: \_\_\_\_\_  Accepted  Rejected

- **If accepted, please fill out the parts below:**

Organization: \_\_\_\_\_

Training location: \_\_\_\_\_ Department (s): \_\_\_\_\_

Training area(s): \_\_\_\_\_

Work days: \_\_\_\_\_ Work hours: \_\_\_\_\_ Internship duration: \_\_\_\_\_ hours

Please send us **job position and the job description** for the accepted applicant:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Your organization's contact information**

Contact person: \_\_\_\_\_ Position: \_\_\_\_\_

Department: \_\_\_\_\_

Phone no: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

\*How would you like to be contacted? \_\_\_\_\_

Signature

\_\_\_\_\_

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

## Your role during your internship

- You are first and foremost an employee and will be expected by your employer, and by STIU, to conform to your employer's requirements in the same way as other employees. At the same time, STIU considers you as a student and, through the various assignments to be completed during the internship, will continue to monitor the evidence of your learning.
- Satisfactory completion of the internship, therefore, depends on your carrying out these two roles successfully by:
  - Achieving an appropriate level of performance in your work, as assessed by the organization, academic advisor, and yourself;
  - Demonstrating your learning over the year through completion of the assignments.
- You are encouraged to take responsibility for your own learning and development.
- It is useful to determine and keep in mind the following:
  - Your current abilities, strengths and weaknesses, i.e. 'assess the present' ;
  - The skills necessary to be a practitioner in the profession; i.e., 'see the future';
  - What you must do in order to achieve and provide evidence of skills in the chosen area; i.e. 'review and plan your internship learning' and add this information to your resume.
- Learning Opportunities – Internships will vary in terms of the scope of work and facilities, thus you should look for learning opportunities in each department by undertaking tasks.

## Internship requirements for BBA

During your internship, you are required to complete the followings:

- ✓ The **second-week** and **progressive reports** (15%)
- ✓ The **Internship final report** (40%)
- ✓ The **Internship final defense** (30%)
- ✓ **Supervisor's evaluation form** (15%)

You are required to submit the Internship Report and Internship Defense via Blackboard.

The grade distribution of the assignment above may be slightly varied by faculties.

Additional reports may be required in some major& faculty.

### **The second-week and progressive reports submit on Blackboard**

As a student intern, you are required to submit all reports on Blackboard. The second-week and progressive reports are intended to help you assess your internship experience, and evaluate your personal and professional development. You will discuss the tasks that you have been assigned to complete; linking your studies to your internship; discussing the influences on your future career; and addressing current challenges and obstacles.

### **RUBRIC FOR INTERNSHIP REPORTS**

#### **1. Second-week and Progressive reports**

The reports will be graded based on the following criteria:

- They should be submitted on time (one day late is not on time) – **10%**
- The answers should be analytical, not descriptive. A good answer contains specific examples and also analyzes the activities, responsibilities, obstacles, useful knowledge applied etc. – **70%**
- The use of business terms and formal/professional writing style – **20%**

## **2. Internship final reports**

- Submission on time (No later than 7 days after your last day of work) – **10%**
- Number of words (we understand that quality is better than quantity; however, 5.000 words should not be enough to explain in details all your answers. Failing to reach this number will show that the student has not reached the learning outcomes of their degree) – **10%**
- All the sections / questions answered (every question addresses a different learning outcome; thus, the students should answer all of them as complete and analytical as possible by using the knowledge learned at Stamford and during the internship. Business term and formal writing style should be used). – **55%**
- References included – APA style (in text and in the reference list) – (Be very careful with Plagiarism. The policy at Stamford regarding plagiarism in final papers will lead to a Failing grade) – **10%**
- Self-reflection. Students should analyze their time at Stamford and their time during the internship with the purpose of comparing those two and learn how both experiences contribute to their future – **15%**

### **The Internship Report**

One of the major requirements for the internship course is to complete the internship report. This paper is divided into 3 major sections and will cover different aspects of your internship. The total word count for this paper is a minimum of 5,000 words.

The report must include the following:

#### **Section 1: Company Background and Main Responsibilities**

- Provide company background and your main responsibilities and project within the company. (Approximately 500 words)

#### **Section 2: Major Specific**

- Please check the specific questions you must answer in this section according to your major in the Appendix 5 of this manual. (Approximately 3.000 words)

### Section 3: Self-Reflection

- Connect your Stamford experience to your internship. How did your internship influence your future career? Did it reflect your original perception of this career? Please explain. (Approximately 1.500 words)

### The Internship Defense

At the end of your internship, you are required to conduct a defense presentation for 15 minutes. For this defense presentation you must use Power Point. The defense presentation should be a summary of your final paper, making sure you touch upon all three sections.

**CONTENT:** For your internship final defense (presentation), please make sure you present the following points:

- How did you find your internship and how was your interview?
- Provide company background and your main responsibilities and project within the company.
- **The content from Section 2 (Major Specific) of internship report**
- **Self-reflection:** Connect your Stamford experience to your internship. How did your internship influence your future career? Did it reflect your original perception of this career?
- Pieces of advice to your classmates: do's and don'ts.
- Photos of your time in the company.

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\*Please remember, the final presentation is **15% of the final grade** for your internship.

It is a must that you take photos with your supervisor and colleagues and within your internship venue. Those photos must be added to the PowerPoint slides to be used for your presentation.

## **Supervisor's Evaluation Form**

For the Supervisor's Evaluation Form, you will need to request your employer to complete the form at the end of your internship.

**Please be reminded that the following documents must be submitted to the Internship Coordinator:**

- 1) Internship Final Report**
- 2) An online supervisor's evaluation form completely filled out**
- 3) An online student's evaluation form completely filled out**
- 4) A copy of work-certification letter or work certificate**

## Internship requirements for Com Arts

During your internship, you are required to complete the followings:

- ✓ The **second-week** and **progressive reports** (15%)
- ✓ The **Internship final report** (40%)
- ✓ The **Internship final defense** (30%)
- ✓ **Supervisor's evaluation form** (15%)

You are required to submit the Internship Report and Internship Defense via Blackboard.

The grade distribution of the assignment above may be slightly varied by faculties.

Additional reports may be required in some major& faculty.

### Major: Advertising and Public Relations / Broadcast and Journalism

#### Assessment criteria total 100%

#### **1. Reports: 15%**

The student will complete two reports

- 1) Progressive Report 1 (submit via Blackboard week 3 of your internship)
- 2) Progressive Report 2 (submit via Blackboard week 8 of your internship)

Progressive Report 1 and 2 Questions:

1. Describe your current responsibilities and projects that you have been assigned to work on. Provide as much details as possible to give an understanding of what you are working on during your internship. (1 full-page; 12 font Times New Roman; double-spaced)
2. Are you experiencing or have you experienced any obstacles or challenges? How did you or how will you overcome them? Please explain. (1 full-page; 12 font Times New Roman; double-spaced)

## **2. Final Report: 40%** (The final report must be submitted on Week 11)

For the final report, students will be required to produce a 7 to 10 minute video, describing your internship experience. This video should document all the tasks that you have worked on your internship. The video will be graded using the following rubric:

- Content – 20%: (must include 1) self-introduction 2) narration by you throughout the video 3) interviews from your supervisor 4) interviews from your co-workers and 5) videos of projects and pictures that you have collected throughout your internship)
- Creativity—15%
- Production—5%

\*\*\* For interviews conducted in Thai, please include English sub-titles. Submission: Please submit your final video via Blackboard or using WeTransfer (<https://wetransfer.com>) and email it to Dr. Pakamon Sasatanun.

## **3. Final Presentation: 30%** (Final presentation will take place on Week 12)

For the final presentation, students will be required to present for approximately 15 minutes followed by 5 minutes Q&A. For the presentation, students must have a PowerPoint that includes their final video (refer to #2 for details about the video) and the following components:

- Introduction (Background of the company)
- Final video
- How did your internship change you? And what did you learn from your internship?
- Supervisor's Evaluation: 15%

You will need to meet with your internship advisor to pick up your evaluation form which you will need to submit to your supervisor to complete. The evaluation form needs to be submitted to the internship committee during your final presentation.

For any concern, please contact to Dr. Pakamon Sasatanun (advisor) at email : [pakamon.sasatanun@stamford.edu](mailto:pakamon.sasatanun@stamford.edu)



## **Major: Creative Media Design**

### **Assessment criteria total 100%**

#### **1. Reports: 15%**

The student will complete two reports 1) Progressive Report 1 (submit via Blackboard week 3 of your internship) and 2) Progressive Report 2 (submit via Blackboard week 8 of your internship)

Progressive Report 1 and 2 Questions:

1. Describe your current responsibilities and projects that you have been assigned to work on. Provide as much details as possible to give an understanding of what you are working on during your internship. (1 full-page; 12 font Times New Roman; double-spaced)
2. Are you experiencing or have you experienced any obstacles or challenges? How did you or how will you overcome them? Please explain. (1 full-page; 12 font Times New Roman; double-spaced)

#### **2. Final Report: 40%**

For your final report, students will be required to document their creative process throughout their internship. Students will need to compile their sketches and concept development along with their final design and submit as ONE final report.

#### **3. Final Presentation: 30%**

For the final presentation, students will be required to present for approximately 15 minutes followed by 5 minutes Q&A. For the presentation, students must include following components:

- Introduction (Background of the company)
- Internship responsibilities
- Concept development process for your design
- How did your internship change you? And what did you learn from your internship?

#### **4. Supervisor's Evaluation: 15%**

You will need to meet with your internship advisor to pick up your evaluation form which you will need to submit to your supervisor to complete. The evaluation form needs to be submitted to the internship committee during your final presentation.

For any concern, please contact to A. Wari Chokelumlerd (advisor) at email :  
wari.chokelumlerd@stamford.edu

## University Grading Scale for Internship Program

Upon satisfactory completion of the internship program, students will earn the internship credits and receive a grade according to University Grading Scale as follows

University Grading Scale

Total points	Letter Grade	Percentage	Grade Points
90 – 100	A	90 - 100%	4.0
85 - 89	B+	85 - 89%	3.5
80 – 84	B	80 – 84%	3.0
75 – 79	C +	75 – 79%	2.5
70 – 74	C	70 – 74%	2.0
65 – 69	D +	65 – 69%	1.5
60 – 64	D	60 – 64%	1.0
0 -59	F	0 – 59%	0.0

## Internship schedule

Internship Term: **Last term (171 credits: earned + registered)**

Internship Period: **480 hours**, for example **5 days a week**. **Your internship should start by the first week of the following term.**

Registration Period: **From Week 6 of the previous term until add/drop period for the internship term is finished.**

Orientation Date: (This date will change every term).

## Supervision

In the event of a problem arising during the period of your internship, you should, in the first instance, see your supervisor or manager and, if they are unable to resolve the problem to your satisfaction, then contact the academic advisor.

Your academic advisor will usually:

- Have a talk with your supervisor or manager;
- Check if learning objectives are being achieved;
- Establish how you are progressing; and
- Wish to talk to you and discuss the Internship reports and the presentation.

## Contact information for assistance

**1) Ajarn Krischanan Kampanthong**

Internship Program Coordinator (B.B.A.)

Stamford International University

Email: [krischanan.kampanthong@stamford.edu](mailto:krischanan.kampanthong@stamford.edu)

**2) Ajarn Pakamon Sasatanun**

Internship Program Coordinator (B.A.)

Stamford International University

Email: [pakamon.sasatanun@stamford.edu](mailto:pakamon.sasatanun@stamford.edu)

**3) Ajarn Chaklam Silpasuwanchai**

Internship Program Coordinator (IT)

Stamford International University

Email: [chaklam.silpasuwanchai@stamford.edu](mailto:chaklam.silpasuwanchai@stamford.edu)

Name:  
ID:  
Company:  
Start date:

## Appendix 1

### SECOND WEEK REPORT

1- Describe and evaluate the on-boarding process. Please tell us **your start date**.

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2- What were your expectations before starting your internship? Were they met? How? Please explain.

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3- Do you feel prepared for this internship? Why? Do you think it is going to be a good experience for your future career? Please explain.

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4- Are you experiencing any obstacles or challenges? Please explain.

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## **FINAL PAPER GUIDELINES:**

### **SECTION 2**

#### **- ABM (Airline Business Management)**

- Describe the relationship between your major and your internship position. Did your courses help you do your job? How? Please answer giving the examples of your knowledge acquired throughout your degree.
- In case of recommendation, please share and give your advice to future interns.
- Furthermore, which courses do we need to add or change in the ABM major with the purpose of improving our ABM teaching and learning in the future.

#### **- IBM (International Business Management) and MNG (Management)**

- Describe the company's business model.
- Describe the cross-cultural elements of the company.
- Do you believe that the company's current business strategy is working in terms of growth in revenue, market share, employee development, and customer satisfaction? What do you think the company could do to improve in each of these areas?
- What do you recommend the company pursue in terms of market development regarding either expanding geographically or new market segments domestically?
- If the company wanted to enter into a new market, what product/market combination would you recommend? Why? How would you recommend they do so? What type of market entry strategy do you believe they should adopt?
- Assess the company in terms of their potential to become globally competitive. If you feel the company already is globally competitive, what do you believe has allowed them to become so?

#### **- MKT (Marketing)**

- Describe the company's business model.
- Describe the company's marketing mix and brand image.
- Assess the company's current marketing efforts. How do they compare with that of their main competitors?
- Do you believe that the company's current marketing strategy is working in terms of growth in market share? What do you think the company could do to improve?
- What do you recommend the company pursue in terms of expanding brand awareness, customer loyalty, and under-served market segments?
- If the company wanted to enter into a new market, what product/market combination would you recommend? Why? How would you recommend they do so?

## - **FIN (Finance and Banking)**

- Perform an in-depth financial analysis on the company as a whole, one of its business units, one of its projects, or on the inner workings and mechanisms of one of its financial products. Your analysis must include a comprehensive assessment of risk and profitability, and should include benchmarking. If you do not have access to the financial figures, make sound assumptions and provide justification.
- Describe how current issues in the world of finance are impacting or have the ability to impact the company.
- Describe how the company can either take advantage of opportunities related to the above issues and/or mitigate risks associated with these issues.

## - **LGM (Logistics and Supply Chain Management)**

- Describe the company's business model.
- Describe the cross-cultural elements of the company.
- Do you believe that the company's current business strategy is working in terms of Logistics and Supply Chain management implementation methodology?
- What do you recommend the company pursue in terms of business development regarding either expanding Logistics & Supply Chain management domestically or internationally?

## - **IT (Information and Technology)**

- Describe the background of the problem or project
- Describe approaches that have been considered for this project
- Explain the solution and technical aspect that you have used to implement this project
- Describe technology that you have learned and have used to implement the project
- Provide the reference/link of the learning resources that you have used during your internship

## Major: English Language Studies (ELS)

- **Section 1:** Company Background and Main Responsibilities (Approximately 500 words)

Provide company background and your main responsibilities and project within the company.

- **Section 2:** Major Specific (Approximately 3,000 words)
  - o Describe the role in your internship position. Provide examples of how your major has helped you in your position at the company you are working at.
  - o How has your studies in ELS given you an advantage?
  - o What did you learn from your ELS studies that you used in your position?
  - o How were your English skills better than your peer in you position?
  - o Discuss the relationship between your major and your position. What courses helped you during your internship? Provide concrete examples.

- **Section 3:** Self-Reflection (Approximately 1,500 words)  
Connect your Stamford experience to your internship. How did your internship influence your future career? Did it reflect your original perception of this career? Please explain.

### FINAL DEFENSE (PRESENTATION) GUIDELINES

Your final presentation should be a summary of your final paper, making sure you touch upon all three sections. Please use Power Point. The presentation will be 15 minutes, no more, no less. Please check page 12 on this manual for the content of your presentation. Please be informed that if you miss this presentation you will receive a 0 in that part of the grade.

**CONTENT:** For your internship final defense (presentation), please make sure you present the following points:

- How did you find your internship and how was your interview?
- Provide company background and your main responsibilities and project within the company.
- **The content from Section 2 (Major Specific) of internship report**



- **Self-reflection:** Connect your Stamford experience to your internship. How did your internship influence your future career? Did it reflect your original perception of this career?
- Pieces of advice to your classmates: do's and don'ts.
- Photos of your time in the company.

\* Please use **Power Point** for your presentation. The presentation should not last more than **15 minutes**. After the 15 minutes, there will be 5 minutes for Q&A.

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\*Please remember, the final presentation is **15% of the final grade** for your internship.

## Appendix 4

### **SUPERVISOR'S APPRAISAL ON STUDENT'S PERFORMANCE FORM**

STIU would be very grateful if employers would complete this assessment via online evaluation form which STIU will send the link to each supervisor individually at the last week of student internship period– preferably with the knowledge of the student.

If the organization would like to use its own assessment procedure, covering similar areas, and wishes to submit that together with this online evaluation form, there will be no objection. If there is any query, the Internship Program Director will be glad to discuss the matter.