

Writing the Internship Plan

Ness School of Management and Economics

South Dakota State University

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Planning for an effective internship from the very start helps ensure a successful experience. Therefore, a well-designed internship plan prior to the start of the experience is an essential requirement for a successful internship course. The purpose of the internship plan is to develop a “road map” for the internship experience, and it is intended to help students think in-depth about what to expect from the experience. The internship plan will serve as an outline for final assessment. Students will be allowed to choose one of the following for final assessment: paper, presentation, or project. While students are responsible for developing their own internship plan, it should be written in close consultation with the employer. Approval by the employer is required prior to submission to the Internship Coordinator. Close communications in the development of the internship plan is expected to lead to an alignment of expectations between student and employer about the internship experience. The Internship Coordinator will use the internship plan to determine whether the proposed experience is worthy of academic credit. The figure below lists the essential components of the Internship Plan.

Internship Plan

Basic Information:

- Student name
- Position title
- Position description
- Company or organization name
- Mission statement and/or organization description

Internship-specific information

- The intern’s goal of the internship (a goal is a broadly stated aim or overall purpose)
- A set of specific objectives (objectives are measurable, and serve to work toward the overall goal) related to the final assessment of the internship

In developing the internship plan, it may be helpful to obtain a copy of your employer’s educational plan for your position and use it to write your internship plan. A job description written by the employer is a required attachment to the plan. While your employer’s educational plan will likely not be in the format required for your internship plan, information from the educational plan may be useful for crafting your internship plan’s goal and objectives. If your employer does not have a formalized educational plan for your position you should consult with the employer about your internship goal and realistic objectives for your internship.

Position title: Use the title of your expected internship position as stated by your employer. “Student Intern” is the default position title if your employer does not have a title for the position. If you are using your own business for the internship experience, then you should use “Owner” as the title.

Job description: Consult with your employer to obtain a brief description of expected duties and responsibilities for your position and attach to your internship plan. Students who use their own business for the internship experience do not need to provide a position description.

Company Name: The name of the company or organization should be followed its mission statement, if it exists. The mission statement should be followed with a 4 to 5 sentence description of the company. This description should describe basic information about the operation, such as location, age, size, sector, and organizational structure.

Intern’s goal for the Internship: The internship goal is a desired outcome of the internship. It should be a general rather than a specific statement. Typically, it is not quantified and it may be difficult to determine if it has been achieved. The goal may have multiple parts.

Objectives: Objectives are more specific than goals. Objectives are the tasks that need to be completed in order to achieve the goal. Objectives are often quantified and may include targets or deadlines for completion. The Internship Coordinator will evaluate the quality of the objectives when determining if the plan warrants the credit hours requested.

Strategic Assessment: These considerations must be incorporated in the final assessment: paper, presentation, or project. The objectives related to each will be customized based on the job activities and duties. Use the internship plan as an outline to evaluate what you hope to accomplish over the course of your internship. The following considerations will apply to final grading of the internship paper, presentation, or project and should be considered in the outline of your plan:

- a) Career Goals – Identify and discuss goals for your career and internship experience.
- b) Business Concepts – Identify, explain, and apply curricular business concepts to the work environment, including ethics.
- c) Organization Analysis – Provide a comprehensive analysis of the condition, performance, structure, and strategies of the work organization.
- d) Problem Solving – Define a problem or opportunity related to work organization and use a problem solving process to explore alternative solutions.
- e) Global Issues – Identify contemporary global trends and issues, and determine opportunities and threats they present to the work organization.