



FLORIDA STATE UNIVERSITY  
COLLEGE OF BUSINESS  
*Internship Programs Office*

***Internship Programs Office Policies and  
Procedures: EMPLOYERS***

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## I. MISSION & VISION

**Mission Statement:** The FSU College of Business Internship Programs Office supports experiential learning by encouraging employer internship development and student internship participation; collaborating with departments to provide academic internship course credit; and promoting professional development through unique learning opportunities. The Program specifically targets business students and encourages experiential learning as a complimentary approach to business education while focusing on increasing the quantity and quality of business internship opportunities that lead to permanent employment for College of Business graduates.

**Vision:** Students will enhance their academic and professional skills while making themselves more marketable as they leave academia and enter today's competitive workforce.

## II. WHAT QUALIFIES AS A LEGITIMATE INTERNSHIP EXPERIENCE?

### What is an Internship?

*“An internship is a form of experiential learning that integrates knowledge and theory learned in the classroom with practical application and skills development in a professional setting. Internships give students the opportunity to gain valuable applied experience and make connections in professional fields they are considering for career paths; and give employers the opportunity to guide and evaluate talent.”*

*-National Association of Colleges and Employers (NACE)*

### Criteria for an Experience to Be Defined as an Internship

To ensure that an experience—whether it is a traditional internship or one conducted remotely or virtually—is educational, and thus eligible to be considered a legitimate internship by the NACE definition, all the following criteria must be met:

1. The experience must be an extension of the classroom: a learning experience that provides for applying the knowledge gained in the classroom. It must not be simply to advance the operations of the employer or be the work that a regular employee would routinely perform.
2. The skills or knowledge learned must be transferable to other employment settings.
3. The experience has a defined beginning and end, and a job description with desired qualifications.
4. There are clearly defined learning objectives/goals related to the professional goals of the student's academic coursework.
5. There is supervision by a professional with expertise and educational and/or professional background in the field of the experience.
6. There is routine feedback by the experienced supervisor.
7. There are resources, equipment, and facilities provided by the host employer that support learning objectives/goals.

For more information about the NACE Internship Statement please go to [http://www.naceweb.org/connections/advocacy/internship\\_position\\_paper/](http://www.naceweb.org/connections/advocacy/internship_position_paper/)

## III. PAID VS. UNPAID

Internships for credit must run through the academic semester in coordination with the intern's class schedule. Clerical work must be kept to a minimum. The job responsibilities and expectations should be the same whether the intern is paid or unpaid. **The College of Business strongly encourages paid internships.** Students can receive up to 3 credit hours for a domestic internship and 6 credit hours for an international experience; however, note that internship credit isn't beneficial or cost effective for all students. Since students must pay the tuition for an

internship for credit, it is often more difficult to fill unpaid internship openings. In these cases, many employers offer a stipend to cover the cost of the internship credit. Providing a paid internship may also increase the number of applications you receive for the position, and it would certainly be an incentive for those students who have to maintain a part-time job throughout college to help cover expenses. Sales majors are encouraged to only accept paid internship opportunities. Ultimately, the employer determines whether an internship is paid or unpaid. However, the College of Business has the right to reject a student's request for academic credit for any internship experience if the experience does not meet established guidelines.

## Criteria for Unpaid Internships

The legal considerations are addressed through six criteria for unpaid interns for the service they provide to “for-profit” private sector employers articulated in the Fair Labor Standards Act (see FLSA Fact Sheet #71). Essentially, if the six criteria are met, the Department of Labor (DOL) considers there to be no employment relationship. The six criteria established by the DOL are:

- The internship, even though it includes actual operation of the employer's facilities, is similar to training that would be given in a vocational school.
- The internship experience is for the benefit of the student.
- The intern does not displace regular employees, but works under the close observation of a regular employee.
- The employer provides the training and derives no immediate advantage from the activities of the intern. Occasionally, the operations may actually be impeded.
- The intern is not necessarily entitled to a job at the conclusion of the internship.
- The employer and the intern understand that the intern is not entitled to wages for the time in the internship.

### **National Society for Experiential Education (NSEE) position on unpaid internships**

There have been numerous discussions and articles about paid and unpaid internships. The National Society for Experiential Education has held a consistent position regarding this matter for a number of years. The Society's current stance is described below:

- *An institution should have a policy to favor paid work positions for students whenever pay can be arranged in work environments that have the potential for meeting the student's goals. Outdated policies that prevent students from being paid for their work if they are receiving college credit are discriminatory because they often preclude participation by low-income students. Credit is for what students learn; pay is for what they provide to the field sponsor. The two are neither mutually exclusive nor conflicting.*

## IV. HOW TO ADVERTISE AN INTERNSHIP

The College of Business believes it's important to let the internship search process mimic the job search process. Therefore, we ask employers to post internships to SeminoleLink. SeminoleLink is the Career Center's registration system linking FSU students to potential employers. This is also a great way for employers to form an official recruiting relationship with the university. Posting an internship is free and easy!

If you already have an account:

- Click here - <https://fsu-csm.symplicity.com/employers/> - to log in with your username and password to the left of the page
- Post your new internship opportunity
- \*Please post your position under the job opening classification “College of Business Internships”

If you are new to the system:

- Click here - <https://fsu-csm.symplicity.com/employers/>

- Click “*Register and Post a Job*” to the right of the page.
- Complete your profile.
- Post your job opportunity.
- Please post your position under the job opening classification “**College of Business Internships**”

By registering with SeminoleLink, you also gain the ability to post full-time jobs, request on-campus interview dates, register for career events, and sign up to be a mentor through our Professionle networking system.

*\*Note that the College of Business Internship Office also sends weekly communication to COB students and coordinates workshops for students and employers.*

## **V. SAMPLE INTERNSHIP ASSIGNMENTS BY MAJOR**

### **Marketing**

- Strategic marketing planning
- Client relations and research
- Promotion and event planning
- Idea generation and screening
- Supply chain analysis

### **Management**

- Business plan development
- HR analysis and compliance
- Project management
- Information systems
- Management training programs

### **Finance**

- Investment banking
- Financial statement analysis
- Bank management
- Brokerage activities
- Financial planning

### **Risk Management / Insurance**

- Agency marketing and promotion
- Complaint data evaluation
- New client enrollment packets
- Compile renewal data
- Policy cancellation processing

### **Accounting**

- Create financial statements
- Audit financial statements
- Tax preparation and planning
- Accounting information systems
- Compliance analysis

### **Entrepreneurship**

- Collecting and gathering market/product information
- Researching suppliers, customers
- Taking part in promotional campaigns
- Assisting management or project team

### **Sales**

- Target market research
- Cold calling and prospecting
- Relationship development
- Key account management
- After-sale service

### **Real Estate**

- Participating in market analyses
- Surveying financing terms
- Participating in the mortgage loan process
- Inspecting properties
- Performing appraisal functions

## VI. INTERNSHIPS FOR ACADEMIC CREDIT

Eligible student can receive academic credit for an internship experience. It would be the student's responsibility to make contact with the College of Business Internship Program's Office to check their eligibility and requirements. If a student asks about receiving credit please refer them to our Office and/or our website.

The employer's primary responsibility would be to:

- Confirm the internship experience via our "Employer Internship Confirmation" form found at [business.fsu.edu/employerinternshipconfirmation](http://business.fsu.edu/employerinternshipconfirmation).
- Supervise the student and evaluate his/her work via a midterm/final evaluation.

Once the student secures the internship, he/she will touch bases with the employer to provide instruction on how this information must be communicated to the Internship Programs Office.

## VIII. FREQUENTLY ASKED QUESTIONS

### 1. *What are the benefits of having an intern?*

- Short-term support without a long-term commitment
- Management experience for supervisors/mentors who direct the intern's work activities
- Opportunity to evaluate (6-12 week job interview) student job candidates before offering permanent employment
- Best source of new permanent employees
- Higher retention rates for employees with company internship experience
- Source of new ideas and fresh approach to problem solving, critical thinking, communications, etc.
- Highly enthusiastic, capable, and motivated students
- Company name recognition and increased visibility on-campus

### 2. *How can I find a College of Business intern?*

- Advertise your opportunity to our students via SeminoleLink, our university-wide job database. This system will allow you to designate your internship as College of Business specific. Visit <http://business.fsu.edu/students/internships/for-employers#advertise> for step by step instructions. It's FREE & EASY!
- Send your announcement to [internships@business.fsu.edu](mailto:internships@business.fsu.edu) and we'll make sure it's posted to our internship bulletin board. We'll also share your opportunity in our weekly internship email that goes out on Tuesday afternoons.

### 3. *Can I pay an intern that is also receiving academic credit?*

- a. Absolutely! In fact, we encourage it. Be mindful that students are responsible for the tuition associated with enrolling for internship course credit.

### 4. *How long does the intern need to work?*

- a. Six weeks and 120 hours is the minimum requirement. However, students are able to pursue full time or part time internship opportunities.

### 5. *My company will not allow us to complete external evaluation forms for our interns. Will you accept our in-house evaluation forms?*

Yes, that's fine. Just make sure that we do receive forms that evaluate both the student's mid-term and end of the semester internship experience.

### 6. *I have actually offered my student a part time/full time job; however, he/she is in need of academic internship credit for their major. Can this position count as an internship?*

Yes, as long as the supervisor agrees to the stipulations listed below:

- The opportunity must be education-centric and you must understand that the student will be reflecting on their experiences via an internship course.
- Supervisors must demonstrate via a formal internship certification form that they understand the difference between a job and an academic internship. (*The student will provide supervisors with access to this form.*)
- Supervisors must work with students to set learning objectives related to their major that push them beyond their everyday duties.
- The supervisor must be willing to not only oversee the student's regular work, but also ensure that the learning objectives are met; fill out a mid and end of term evaluation; and be willing to host a possible site visit or follow-up phone call by a campus representative, if applicable.
- Administrative tasks must be kept to a minimal.
- Students should also be given exposure to multiple aspects of the organization and be able to discover how the organization functions on both a macro and micro level.

Essentially, the Internship Program's Office must receive complete buy-in from the supervisor. If our office determines via application and communication with the employer that these criteria will be met and that you meet the departmental guidelines set forth, the student will be eligible to receive academic internship credit for the position.

**7. *How long does it take to create an internship program?***

Creating an internship program at your organization can range from several weeks to several months. This is based on a number of factors, including:

- The needs of the organization
- The size of the organization
- The number of interns needed
- Whether the internship is for-credit or not-for credit

With a bit of pre-planning, the internship will be more successful for you and the intern. Make the internship count for your agency and the intern by finding meaningful projects the intern can do.

**8. *How do I create a successful internship program?***

Ideally, a successful internship program should meet the organization's needs while providing students with relevant career experiences. A great resource in your program development would be the "*Starting and Maintaining a Quality Internship Program*" compiled and Edited by Michael True. You can access this document at <http://www.messiah.edu/crif/documents/StartingAnInternshipProgram-7thEdition.pdf>.

**9. *What salary should I pay an intern?***

Interns have received salaries, commission, and stipends. Some of the best resources for intern salaries can be found below:

- Glassdoor - [http://www.glassdoor.com/Salaries/intern-salary-SRCH\\_KO0,6.htm](http://www.glassdoor.com/Salaries/intern-salary-SRCH_KO0,6.htm)
- NACE Salary Survey - <http://www.naceweb.org/uploadedFiles/Content/static-assets/downloads/executive-summary/2013-internship-co-op-survey-executive-summary.pdf>
- FSU Career Center Salary Report - <http://career.fsu.edu/stats/>

**10. *Can my intern work out of my home?***

- a. No. For safety reasons, we do not permit interns to work inside individual homes. They must be at a physical company location or/ or providing services virtually as outlined above.

**11. *Can I terminate an intern?***

Yes. If after providing feedback and consultation, your intern is still not performing in a satisfactory manner, you are within your right to terminate the arrangement. We do, however, recommend that you notify our office at the onset of any problem so that we may attempt to assist.

**12. *Can my intern work multiple semesters?***

Yes. It's completely up to the student and the employer. However, the student should be aware that they can only receive academic internship credit for 2 semesters.

**13. *Can my intern work remotely/virtually?***

Yes, as long as the internship provides a relevant experience, the student receives adequate training, and the supervisor provides regular communication/feedback. This can be done using various technologies including phone, email, Skype, Google Hangout, and etc.