

SNDT Women's University



INTERNSHIP MANUAL

Department of Communication Media for
Children

Faculty of Communication & Media Studies
SNDT Women's University, Pune



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Preface

The Internship Manual has been written to assist students, faculty, and employers who wish to participate in the Department of Communication Media for Children's internship program.

Internships have been an integral part of our master's program since 1993. Students have been to variety of agencies and institutions to do internships.

We look forward to interacting with professional agencies and they are an important part of training students. Therefore, we request that you give us any suggestions you consider helpful in making this program work well. We hope to broaden our internship contacts and provide internships that challenge and supplement the education our students are experiencing at the Department of Communication Media for Children, SNT Women's University.

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WHAT IS AN INTERNSHIP?

An internship is an opportunity to enhance classroom learning through practical career-related work experience. Internships can be found in corporate and private businesses, government agencies and nonprofit organizations. All internships have the primary goal of providing students supervision and a chance to learn while contributing to the organization's needs.

Recognizing that internships are extremely important for students pursuing careers in communication, the Department of Communication Studies has developed an internship program which allows students to gain practical experience in a wide range of communication-related fields. These internships are designed to enrich the curriculum and to assist students in exploring various career options.

RATIONALE AND BENEFITS OF AN INTERNSHIP

1. Opportunity for "hands-on" experience. While students may learn a great deal of information in their courses, there is no substitute for direct experience in a professional environment. Internships allow students to gain direct experience.
2. Opportunity to sample various career options. Eligible students are encouraged to do multiple internships for the purpose of sampling different career areas. This enables students to find out where they might fit best in a professional environment.
3. Compilation of a portfolio. Certain internships allow students to compile their work in a portfolio. This portfolio can later be shown to potential employers.
4. Visibility for students from CMC - SNTD. Students are given the opportunity to demonstrate their professionalism. This enhances the reputation of the Department and the University and increases the credibility of a student's degree.
5. Enhances the maturation process. Since internships require a great deal of personal responsibility, the experience provides an important step in an individual's personal and professional maturation process.
6. Provides a confidence builder. Successful completion of an internship often provides a student with professional confidence.
7. Provides a professional learning experience. The internship allows opportunities for the development of practical skills in contexts where professional criticism is both immediate and constructive. It also furnishes students with opportunities to observe and understand connections between course work and skills needed to perform effectively in a given profession. Finally, internships aid in the identification of knowledge and skills essential to doing well in a particular profession.

8. Provides potential employment opportunities and/or contacts. Occasionally internships lead directly into employment opportunities. Although this is more the exception than the rule, internships certainly provide a student entry into a professional network. Contacts made through the internship can be invaluable sources of information for securing future employment.

OBJECTIVES OF INTERNSHIP

The following list of program objectives has been extensively reported in literature discussing internship programs. The Department of Communication Media for Children subscribes to the following objectives but does not expect each student to achieve every objective. Many of the program objectives will only be important to a few students, but each student should achieve a substantial portion of those listed:

- Internships will provide students the opportunity to test their interest in a particular career before permanent commitments are made.
- Internship students will develop skills in the application of theory to practical work situations.
- Internships will provide students the opportunity to test their aptitude for a particular career before permanent commitments are made.
- Internship students will develop skills and techniques directly applicable to their careers.
- Internships will aid students in adjusting from college to full-time employment.
- Internships will provide students the opportunity to develop attitudes conducive to effective interpersonal relationships.
- Internships will increase a student's sense of responsibility
- Internship students will acquire good work habits.
- Internship students will develop employment records/references that will enhance employment opportunities.
- Internships will provide students with an in-depth knowledge of the formal functional activities of a participating organization.
- Internship programs will enhance advancement possibilities of graduates. students will have higher levels of academic performance.

ACADEMIC CREDIT & ASSESSMENT

- a. Number of credits : 8 credits
- b. Number of hours : 240 hrs

The student will be evaluated on basis of report of the work site supervisor, faculty advisor's observations, student reports and evaluations and a viva voce at the end of the internship. Students are expected to submit weekly reports of the work and their experience at the agency and a final report of the overall work and experience.

ROLE EXPECTATIONS AND RESPONSIBILITIES

Student

The intern should complete a form that defines the nature of the work experience, the learning objectives, and academic expectations. Though this contract is developed collaboratively with the faculty Advisor and the work supervisor, the student needs to reflectively plan for the internship since it represents another aspect of his/her academic program. It should reflect a level of academic rigor similar to that encountered in the classroom.

The student must complete all of the work required including complete evaluation of the internship, a written report and appear for viva voce in order to get full credit for internship.

Faculty Advisor

The faculty Advisor serves as a mentor and facilitator to the student during the internship experience. The Advisor should meet consistently with the student at arranged times throughout the internship period to evaluate progress and give advice when needed.

The faculty Advisor helps the student understand and identify areas of work and experience in the agency. The student should play a major role in the initial planning and formulating stages of the internship in order to shape the learning goals to meet his or her individual needs and to fully understand the extent of his or her responsibility for the success of the experience.

The faculty Advisor should make several contacts with the work supervisor during the internship. It is important to monitor the progress of the internship from a variety of viewpoints and to maintain close relationships with all participants.

The faculty Advisor is responsible for seeing that all paperwork is completed by the student prior to submitting a grade for the internship.

Agency Supervisor

The agency supervisor must assist with and agree to the terms established in the form.

The supervisor should take an active role in mentoring and guiding the student to help meet learning goals, and be available for meetings or conversations with both the student and the faculty Advisor.

The supervisor should complete the evaluation forms in a timely fashion and return them to the faculty Advisor.

GUIDELINES FOR FACULTY ADVISORS

As a faculty Advisor, you are providing a direct link between the university and the work place for the intern. In addition to the benefit of working closely with an individual student, supervising internships gives you an opportunity to observe practices and activities in a variety of employment settings and increase your knowledge of workplace trends.

Overview of role

A faculty Advisor helps the student know about work expectations in the agency, suggests academic work that supplements the internship experience, serves as a support system to the intern during the experience, and provides a formal evaluation after the internship has been completed.

Assistance with the internship form

While it is the student's responsibility to complete the internship form, students need guidance from the faculty Advisor

While many of the activities will be determined by the work supervisor, you may ask the student to follow through on other activities such as reading, research, or informational interviewing that will add an additional dimension to the internship. Faculty members often ask interns to keep a journal or log. It is important that activities are defined in a precise manner. For example, be sure the student understands whether a journal should be daily or weekly or take a summative or a critical assessment approach.

Contact with intern

Faculty Advisors need to play a supportive role in a student's internship experience. Students require feedback and assistance throughout the internship. You should make a phone call to the intern within the first week of the internship and again midway through to check on the student's progress and provide any needed assistance. You are also required to make on-site visits whenever feasible. These visits will help you to evaluate the student's work.

Contact with agency supervisor

Faculty Advisors are asked to make at least two phone contacts with the agency supervisor over the course of the internship. An initial contact at the outset and a second call within week 3 or 4 should prove useful. In addition, a site visit would enable you to evaluate the placement for future interns.

GUIDELINES FOR AGENCY SUPERVISORS

As supervisor for a CMC-SNDT intern, you are responsible for the intern's work activity and schedule. You will facilitate the transition between academic studies and the work of the workplace.

Your willingness to provide an opportunity for the student to expand her education beyond the classroom is deeply appreciated. Student interns have the potential to provide your organization with genuine assistance, as well as a fresh perspective and new energy and enthusiasm.

Assistance with the internship form

One of your responsibilities as a agency supervisor is to assist the student in developing the internship form, which is an outline of what he or she intends to learn and accomplish during the internship. The internship form is an effective way to establish agreement about mutual intentions and expectations for the internship, and develop criteria for supervision and evaluation. A sample form is available in a separate section of this manual.

You can be especially helpful to the student in developing realistic goals and providing suggestions for possible activities, tasks, and projects to accomplish these goals.

Orientation

Listed below are some guidelines for helping the student adjust to the work setting.

1. Since the student is with you such a short time, it is recommended that company or organization literature be shared with the student in advance to save time. This material will help the student understand where his or her position fits in the "big picture."
2. Please make whatever physical arrangements are necessary in regards to work space and equipment, and provide other appropriate materials.
3. You and the student should be in agreement about reporting time and place, hours, dress, degree of independence, on-the-job supervision, and confidentiality.

Contact with faculty Advisor

The faculty Advisor will be contacting you as the internship progresses. Some topics that might be appropriate to discuss are:

1. Is the intern performing as expected?
2. Are there major discrepancies between your perception and the intern's?
3. Is the student developing appropriate professional behavior toward both staff and supervisors?
4. Is the student accepting direction, supervision, and constructive criticism?
5. Are there ways the internship could be improved?

6. If there are concerns, please feel free to contact the faculty Advisor so that problems might be resolved promptly.

Evaluation

A standard evaluation form is provided in a separate section of this manual that should simplify the written evaluation process. A prompt return of the evaluation to the faculty Advisor at the end of the internship will be greatly appreciated. Student interns are encouraged to discuss this evaluation with you to aid in reviewing their experience and clarifying comments made on the evaluation form.

Some topics that might be appropriate to discuss with the student are:

1. Did the intern perform as expected?
2. How did the intern's performance compare with people in comparable positions?
3. What are major problems the student will face as a professional, and what sources of information can be used to address these problems?

GUIDELINES FOR STUDENTS

The end of an internship is not the end of your learning experience. Through self-evaluation, and the evaluation of your work supervisor and your internship experience, you can assess how you have grown and what you have gained.

1. One of the easiest ways to accomplish this is to have your agency supervisor fill out the forms designed for this purpose, samples of which are provided in this manual. Read carefully what he or she writes and discuss any points you do not understand, disagree with, or would like clarified.
2. Filling out the Student Evaluation form will help you to review your internship experience, evaluate your most significant accomplishments, and focus on areas in which you need improvement or would like additional experience.

You are expected to maintain contact throughout the internship with your faculty Advisor so that the progress of your work may be evaluated.

GETTING THE MOST OUT OF YOUR INTERNSHIP

Working Tips

1. Make a good first impression
 - Dress appropriately
 - Always be prompt.
 - Maintain a positive attitude---it is one of your greatest assets.
 - Find out about and follow company regulations.
 - Respect the time of others.
2. Orientation
 - If there is no formal orientation program for you, try to give yourself one by:
 - Reading everything you can about the organization.

- Introducing yourself to your co-workers (keep notes so you can connect names and faces).
- Making lists of questions so that you can use your supervisor's time wisely.

3. Getting the job done

- Schedule your time; keep a to-do list.
- Space out your tasks; one big task can be broken down into stages.
- Pace your energy. Too much enthusiasm at first may overwhelm you and leave you burned out at the end.

Problems with Work Assignments

You may encounter some of the following challenges in your internship:

1. **Get challenged.** As a member of a team, you will want to help with routine tasks occasionally, but you don't want them to become your permanent job, but if you feel your work activities are not challenging enough, consult your work supervisor and faculty advisor. Make sure that if you ask for additional assignments, you have demonstrated your capacity to handle them.

2. **Pressure.** Meeting deadlines is your responsibility, but if the pressure to finish assignments on time begins to overwhelm you, let your supervisor know. The quality of your work is as important as the time element. The best planning can fall through, so don't be afraid to say you can't finish on time or think that the project is too much for you to handle.

3. **Overtime.** You may be asked, or feel pressured, to work late or on weekends, and working extra hours may help you learn more by experiencing roles or situations not otherwise available. Your commitment to your supervisor and your organization may demand that you put in the extra work. So, if you feel confused about work hours and time, talk to your supervisor and/or faculty advisor, negotiate a solution that takes into account both your needs and those of the organization.

4. **Discrimination or Harassment.** If you feel you are truly being discriminated against because of your age or gender or any other reason, you will have to check this out with the people involved. Don't over-react. Realize that people may feel threatened by you, just as you feel threatened by them. Consider the problem from all angles before you consult your supervisor/ faculty advisor, but don't let the problem fester.

If you feel you are being sexually harassed on the job, inform the person (Supervisor or Academic Advisor at the dept) immediately and politely about behavior you find offensive. Optimistically, the situation could resolve itself, but it could remain a problem unless you take action to resolve it. Ask for help from co-workers if you need it, and consult your supervisor or faculty Advisor.

Keeping a Journal

A journal can be one of the most effective learning tools in an internship, helping you to monitor your own learning, record problems and solutions, and keep track of new information. Even if not required, you should seriously consider journaling if you wish to get the most out of your internship.

1. A log. (Time frame of activities.)
2. Recording of perceptions. (What did you observe? How does your position fit into the entire system? How well does your academic theory coincide with reality?)
3. Recording of feelings. (Most interns go through several phases from being the uncertain observer to feeling "part of the establishment," to experiencing boredom and inertia, to assessing the placement as a critical outsider.)
4. Discussion section. (Take one facet of the week's experience and deal with it in detail, or view the week's experience in its totality.)
5. New language recording. (Each internship environment has its own specialized language. Recording it assists you to understand and communicate more carefully.)

**Department of Communication Media for Children
SNDT Women's University**

INTERNSHIP FORM

Name of Student: _____

Mobile No: _____ email: _____

Name of organization: _____

Address : _____

contact No. _____ email _____

Name of Supervisor: _____

Job Title/Designation: _____

Contact No.: _____ email _____

Name of Faculty Advisor: _____

Address: _____

Contact No.: _____ email _____

Expected learning form this internship : : What do you intend to learn, acquire and clarify through this internship? Try to use concrete, measurable terms in listing your learning objectives under each of the following categories:

Knowledge & Understanding

Skills

Position at which the intern will be placed in the agency & nature of work expected:

Academic Credit Information

Internship Title: _____

Course #: _____ Credits: _____

Beginning Date: _____ Ending Date: _____

Hours per Week: _____

Signature of Department Head:

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Supervisor Evaluation of Intern

Student Name: _____ Date: _____

Work Supervisor: _____ Title: _____

Company/Organization: _____

Internship Address: _____

Dates of Internship: From _____ To _____

Please evaluate your intern by indicating the frequency with which you observed the following behaviors:

	Behaviors	Consistently	Often	Rarely	N/A
1	Performs in a dependable manner				
2	Cooperates with co-workers and supervisors				
3	Shows interest in work				
4	Learns quickly				
5	Shows initiative				
6	Produces high quality work				
7	Accepts responsibility				
8	Accepts criticism				
9	Demonstrates organizational skills				
10	Uses technical knowledge and expertise				
11	Shows good judgment				
12	Demonstrates creativity/originality				

13	Analyzes problems effectively				
14	Is self-reliant				
15	Communicates well				
16	Writes effectively				
17	Has a professional attitude				
18	Gives a professional appearance				
19	Is punctual				
20	Uses time effectively				

Overall performance of student intern (circle one):

Excellent Above Average Average Fair Unsatisfactory

1. Did the student make useful contributions? What were they?

2. What skills or abilities could the student target for improvement? (What qualities kept the student from achieving the level of a model entry-level employee?)

3. How well was this internship suited to the student's abilities and interests?

4. Additional comments on your student or on the program:

5. Suggestions to the department for adding new concepts / topics or courses

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Student Evaluation of Supervision

Student Name: _____ Date: _____

Work Supervisor: _____ Title: _____

Company/Organization: _____

Internship Address: _____

Faculty Advisor: _____

Dates of Internship: From _____ To _____

Indicate the degree to which you agree or disagree with the following statements.

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
Supervisor was well organized					
Supervisor gave appropriate feedback					
Supervisor was accepting of my feedback					
Supervisor was open and freely gave information about the organization					
Supervisor was accessible and available for problems and questions					
Supervisor was supportive and perceptive of my feelings and efforts					
The orientation was sufficient to familiarize me with the organization					
The training was adequate and					

enabled me to perform my internship duties					
The duties were fully explained and reasonably in line with what was expected					
Goals set by my supervisor were realistic in terms of complexity and time constraints					
Work environment was comfortable					
Sufficient work space was provided					
Felt like an integral part of the organization					

1. How do you feel about your role as an intern in this organization? How well has your supervisor helped you in defining and developing that role?

2. What changes would you like to see in the activities of your supervisor?

3. Was your supervisor, the organization and your internship role what you expected them to be? If not, how did your expectations and the reality of the situation differ?

**Department of Communication Media for Children
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Student Evaluation of Internship

Student Name: _____ Date: _____

Work Supervisor: _____ Title: _____

Company/Organization: _____

Internship Address: _____

Faculty Advisor: _____

Dates of Internship: From _____ To _____

1. Give a brief description of your internship work (title and tasks for which you were responsible):

2. Was your internship experience related to your major area of study?

____ Yes, to a large degree ____ Yes, to a slight degree ____ No, not related at all

3. Indicate the degree to which you agree or disagree with the following statements.

This experience has:	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
Given me the opportunity to explore a career field					

Allowed me to apply classroom theory to practice					
Helped me develop my decision-making and problem-solving skills					
Expanded my knowledge about the work world prior to permanent employment					
Helped me develop my written and oral communication skills					
Provided a chance to use leadership skills (influence others, develop ideas with others, stimulate decision-making and action)					
Made it possible for me to be more confident in new situations					
Given me a chance to improve my interpersonal skills					
Helped me learn to handle responsibility and use my time wisely					
Helped me discover new aspects of myself that I didn't know existed before					
Helped me develop new interests and abilities					
Helped me clarify my career goals					
Provided me with contacts which may lead to future employment					
Allowed me to acquire information and/or use equipment not available at CMC department.					

4. In our internship program, faculty members are expected to be mentors for students. Do you feel that your faculty Advisor served such a function? Why or why not?

5. How well were you able to accomplish the initial goals, expectations that were set down in your internship form? In what ways were you able to take a new direction or expand beyond what was expected? Why were some goals not accomplished adequately?

6. In what areas did you most develop and improve?

7. What has been the most significant accomplishment or satisfying moment of your internship?

8. What did you dislike about the internship?

9. Considering your overall experience, how would you rate this internship?
(Circle one).

Excellent

Very Good

Good

Fair

Poor

10. Give suggestions as to how your internship experience could have been improved. (Could you have handled added responsibility? Would you have liked more discussions with your professor concerning your internship? Was closer supervision needed? Did you need more of an orientation.