

Completing the Apparel Design & Production Management Internship

CADS 4920 – Section 2

SYLLABUS

APDP Internship Coordinator:

Dr. Karla Teel, kteel@auburn.edu, (334) 844-1345, 363 Spidle Hall.

COURSE REQUIREMENTS

1. **Work requirement:** At least 10 weeks of full time employment (or 400 hours total).
2. **One e-mail letter each week** written to your faculty supervisor and communicated via e-mail (**put your name, the name of your firm and the week number on the subject line**).
 - Contents should relate to your experiences that week (your assignments and role); what you have learned; your contributions; and/or any problems you have perceived.
 - This letter is **not** the same as the daily journal; it should be about a paragraph or two. Save your outgoing email.
 - Call or email me if there is a problem or issue of concern to you.
3. **Daily anecdotal journal** describing your work, training, and your thoughts and insights. This is a brief record of your varied experiences and reactions to your work assignments. This will be turned in at the end of the term with your notebook. A computer log is preferred.
4. **Internship portfolio/notebook that** presents your company, represents your work there, and includes other course requirements (#5 - #10). The company section should include the following:
 - A **brief** description of your company (in your own words) – its business (product lines and/or services offered), size (e.g., sales, number of employees), and position in the marketplace (e.g., competitors, stores where products sold);
 - A description of your company's target customer and broader range of customers;
 - A **brief** summary of the systems, procedures, and technology the company uses; you may include completed examples of work forms used (e.g., spec pack forms, spec sheets); and
 - Ten (10) (digital) action photos of you “on the job in your workplace” in professional dress. Include captions with each photo providing explanatory information.
 - Ten (10) Interviews of key management and executives (see #5 below). Include a brief overall summary of all interviews (1-page limit) along with a 1-page (or shorter) summary of each interview. Include a business card (or complete title and contact information) for each interviewee. A photo of you and interviewee is optional.
 - Store/firm project (see #6 below)
 - Thank you letter. Write and mail personal thank you letter to your internship supervisor, principal(s) of the firm another key players in your internship. (Include photo copies of these written letter in your notebook.)
5. **Interviews** with ten employees who occupy **key leadership positions** (not other associates) and/or in different functional areas in your firm. In a small firm, you may also interview

vendors or professionals in related businesses. **These are to be one to one, face-to-face interviews. In a small setting, you may also interview vendors, executives in competitive firms, or executive level professionals in related businesses.** The objective of these interviews is to introduce you to varied functions, perspectives and approaches to the same business **at the executive level**. So interview only top management &/or corporate level executives. Begin interviews early in your internship and finish them by mid-term. **For a 1-page summary of each interview, list the person's name, complete position/title, company, contact information, and date/time/place of the interview, at the top of the page.** Include their business card in the hard copy of your portfolio/notebook (if they have business cards). You may add a photo of you with the person you're interviewing. No group interviews, e-mail or survey interviews. In addition to individual interview summaries, also include a brief overall summary (1-page limit) of all the interviews (combined) to summarize your impressions and any themes that emerged as you reflect on the interviews.

Suggested Interview Protocol/Questions:

- Briefly summarize your career path, your current position, and future goals.
- What the "primary responsibilities" of this position?
- What are the major challenges of this position?
- What competencies are necessary for success in this position?
- What advice would you offer a college student interested in a career in this industry?
- What current trends or issues have the greatest impact on this job and business?

Because the people you interview are busy, carefully prioritize your questions before the interview. Keep your questions limited in number. Be professional in manner and appearance.

6. **Internship project** – You must complete a project to solve a problem or capitalize on a work related opportunity. Before beginning your project, you must submit a **project proposal** first to your work supervisor, and then submit the project proposal with the work supervisor's signature to your faculty supervisor. **The deadline for project proposal submission to the faculty supervisor is you 4th week of work [a date determined by the faculty supervisor]**. Your internship project proposal must include **three sections** as instructed below (2 pages maximum):

Proposal Section 1: Problem/Opportunity and Goals

This section should start with a description of the specific problem of the firm that your project will target to solve or the particular opportunity given by the firm that you will use for your project. This description needs to contain specific information about what the problem/opportunity is and why it is important for the company to solve the problem or do well in completing the work for the opportunity.

Then, the statement of the problem/opportunity should be followed by a statement of specific goals that you hope to achieve as a result of your project. The scope of these goals varies by the nature of the project. In any case, the goals must be SMART goals (Specific, Measurable, Attainable, Realistic, and Time-specific). Also explain how these goals will benefit the firm.

Proposal Section 2: Plan of Action

This section should describe the specific actions (or steps) that you will take to solve the problem (or complete the work for the opportunity) stated in the previous section and achieve the stated goals. This description should provide the details of “what” will be done “when,” “where,” and “how” as well as “who” will be involved in each action (or step).

Proposal Section 3: Plan of Evaluation

This section should be used to explain how you will objectively document success in meeting your stated project goals. The plan of evaluation must specify how you will assess whether or not “each” of the goals is achieved. Depending on the nature of each goal, its evaluation may need to be done through securing qualitative feedback from the people involved (e.g., supervisor and colleagues’ verbal feedback, customer feedback, etc.), or done through some quantitative measures or numbers (e.g., improvement of sales or other firm operation records, direct measures of project success devised by the firm, etc.). You will need to examine each goal stated in Section 1 carefully in order to develop its appropriate evaluation plan.

Once your project proposal is approved by the faculty supervisor, complete the project according to the approved plan of action and evaluation. Your **final internship project** must include five sections [**5 pages maximum**, including text and visual documentation (pictures, charts, illustrations, etc.) to show the process (before & after)], following the outline below:

1. **Problem/Opportunity and Goals:** The same content as Proposal Section 1 explained above.
 2. **Plan of Action:** The same content as Proposal Section 2 explained above.
 3. **Procedure:** Briefly describe how you actually executed your plan to meet the goals and measure your success in meeting each goal.
 4. **Outcome:** Findings presented in text, charts, tables, pictures, etc.
 5. **Evaluation of the Outcome:** Document your success in achieving your goals, according to methods you proposed in the Plan of Evaluation from your Proposal Section 3 (explained above). Explain why you did or did not meet a goal. What would you do differently "next time?"
7. **Self-evaluation** (one page) – Evaluate yourself as to how you handled yourself at work (e.g. your work habits, thoroughness, reliability, assertiveness, role as a team member, and contributions); your reaction to the supervision received, and your potential (and desire) for working in a similar environment. Include your reaction to your supervisor’s evaluation.
8. **Program analysis** (one page) – Evaluate your preparation for the internship. (1-page)
- What courses or course activities were most helpful to you?
 - Were there any assignments that particularly prepared you for this internship?
 - Is there anything you would have benefited from knowing better? Were there any situations when inadequate preparation interfered with you doing your best?
 - Are there any courses which you wish you had elected to take?
 - Are there any curricular topics which should be strengthened?

Your analysis, coupled with the same from other students, is very important because it helps us to continuously evaluate the program. Mention any ideas that you think deserve consideration.

9. **Evaluation form for on-site supervisor to complete** -- (Use the CADS 4920 INTERN EVALUATION form). Have this evaluation form completed by your on-site supervisor and include it in your internship notebook. Ask your supervisor to discuss your performance with you and suggest any areas that you may need to work on to improve your performance. Include your reaction in your self-evaluation.

10. **EXTRA CREDIT (OPTIONAL)**

- If you meet any AMDP alumni, please network with them and share the person's title, contact information, year graduated, and AMDP degree option (merchandising or design) with the Program Coordinator.
- **Send your portfolio/notebook (hard copy) to me, Dr. Karla Teel, 308 Spidle Hall, Auburn University, Auburn, AL 36849-5603, so it will be received by the last day of class of the semester which is JULY 27, 2018 AND also upload an electronic copy (a single PDF file) of the completed notebook on CANVAS. This means I must have the document IN MY HANDS by this date.**
- **LATE PENALTY:** Assignments received after the due date will be penalized (Deduction of 10% of total points for each school day that is late).

EVALUATION FOR GRADE ASSIGNMENT

Your grade will be based on the following components and percentage weights:

- | | |
|-----|--|
| 10% | Daily anecdotal journal: regular entries with evidence of thoughtful comments |
| 15% | Notebook/portfolio: thoroughness, creativity, professional presentation |
| 15% | 10 Interviews - logical selection of interviewees and thoughtful, written descriptions plus the summary |
| 20% | Internship project: thoroughness and effectiveness, including visual documentation, of write-up; quality of planning and execution; documentation of results and feedback on results |
| 5% | Self-evaluation, program analysis: evidence of thoughtful analysis |
| 25% | Evaluation by on-site supervisor |
| 10% | Evaluation by faculty supervisor, including evaluation of weekly letters and thank you letters |

Type all reports, letters and interview. You may type your daily journal or hand write it legibly.