

Western University
Faculty of Health Sciences
School of Kinesiology
KIN 9011Y SPORT MANAGEMENT INTERNSHIP
(revised January 2021)

LEARNING OUTCOMES:

The purpose of the internship is to enable sport management graduate students to obtain professional experience to complement their course work. Through this applied studies approach, students will learn first-hand about the sport management profession, and develop their understanding of organizational and managerial theory in practice. Students will also have the opportunity to develop professional skills, critically reflect on their personal growth, and explore career interests in sport management.

Through the internship experience, students will be able to:

1. Articulate the management and operations of a sport organization, and specific functions there.
2. Critically analyze work functions in relation to theoretical concepts in sport management.
3. Integrate applied and theoretical knowledge in the sport management work setting.
4. Demonstrate effective communication, interpersonal and other critical skills in the sport management workplace.
5. Exercise personal responsibility and accountability in a professional setting.

REQUIREMENTS:

Students must complete a minimum of 480 hours during one term (12-16 weeks) with a selected agency in the sport, recreation or leisure field. Students must have completed at least one term of course work prior to undertaking the internship. Students will secure their own internship placement, with the help of their faculty advisor. An internship agreement, describing the student's role in the organization, will be developed and signed by the student, the agency supervisor, and faculty advisor. Students are responsible for the completion and submission of weekly logs, a mid-term and final internship evaluation, and assignments as outlined below.

The host agency and agency supervisor must agree to provide a challenging learning opportunity for the student, as well as a suitable environment for the student to carry out his/her assigned duties. The host agency is not required to provide financial compensation. The agency supervisor is responsible for overseeing the student's internship experience with the organization and will conduct a mid-term and final evaluation of the student's performance. When possible, the faculty advisor may conduct an on-site visit of the agency during the student's internship.

FINANCIAL AID/REMUNERATION:

The host agency may provide an honorarium to the student during the placement, but is not required to do so. Financial aid may be available to the student through the Western Student Financial Aid Office.

EVALUATION:

1. Weekly Log Reports (15%, due on the same day of the week determined in discussion with academic supervisor)

Students will complete and submit to their faculty advisor weekly log reports (see attached form) reflecting on their work experiences. The purpose of the log reports is to (1) maintain a real-time record of internship activities throughout the placement, and (2) generate and record real-time reflections about notable experiences and observations.

2. Statement of Learning Objectives (10%, due 2 weeks after start of internship, approximately 3 pages)

Students will submit a statement of personal objectives pertaining to technical, interpersonal, and conceptual skills they hope to develop during the internship, and how this will be accomplished (see attached form/guidelines).

(Recommended reference: Chapter 4 in P. Chelladurai (2014). *Managing organizations for sport and physical activity. A systems perspective* (4th ed.). Milton Park, Oxfordshire: Taylor & Francis)

3. Student Evaluation of the Internship Experience with Critical Reflection (20%, due at end of internship, approximately 10 pages)

Students will complete an evaluation of their internship at the completion of the internship (see attached evaluation form). A reflective piece focusing on the learning objectives should accompany this final evaluation (see attached guidelines).

5. Mid-term and Final Evaluation by Agency Supervisor (20%, due mid-term and end of internship)

The student's agency supervisor is required to complete an evaluation of the student's role in the organization after eight weeks (mid-term) and at the completion of the internship (see attached evaluation forms).

6. Final Internship Report (value 25%, due within one month after completion of internship, approximately 25 pages)

Students will complete a final report that comprises three parts: (1) Overview of the organization (mission, vision, values, goals and objectives, organizational chart; description of products and services); (2) Background information (student's job description roles and responsibilities in the organization, supervision, communication links); and (3) Analysis of two different aspects of the organization, management and/or operations in relation to theory covered in different sport management courses (i.e., each aspect must be assessed with material from a different course; aspects should be confirmed with the faculty supervisor). See attached guidelines for details.

7. Internship Presentation (10%, due within two months after completion of the internship)

Students will share their internship insights and experience with fellow sport management graduate students and sport management professors at Western (see attached guidelines).

ATTACHMENTS:

1. Agency Guidelines
2. Internship Agreement
3. Weekly Log Report Form
4. Internship Learning Outcomes
5. Student Evaluation of Internship Experience (evaluation form)
6. Student Evaluation of Internship Experience (critical reflection)
7. Supervisor Evaluation of Student Intern (mid-term)
8. Supervisor Evaluation of Student Intern (final)
9. Guidelines for Final Internship Report
10. Guidelines for Internship Presentation

Western University
Faculty of Health Sciences, School of Kinesiology
GRADUATE SPORT MANAGEMENT INTERNSHIP PROGRAM

AGENCY GUIDELINES

Program Description

The course-based Sport Management Masters Program in the School of Kinesiology at Western University requires students to complete a full-time management internship with a sport, recreation or leisure organization for credit. We would be pleased to have your agency involved in this internship program. There can be tremendous benefit from the involvement of a motivated, capable graduate student who is committed to working in your organization.

The educational objective of the program is to enable sport management graduate students to obtain professional experience to complement their course work. Students should learn first-hand about the sport management profession, and develop their understanding of organizational and managerial theory in practice. Students should also have the opportunity to develop professional skills and explore career interests in sport management.

Student Requirements

Each student is required to complete a minimum 480 hours over a 12-16 week period. An internship agreement acknowledging the roles and responsibilities of the student, the host agency supervisor, and the faculty advisor must be signed prior to the start of the internship. A focused experience should be identified and confirmed in conjunction with the agency supervisor and faculty advisor.

Agency Requirements

The agency supervisor is expected to identify and confirm a focused experience for the student, outline the duties of the student, and to provide an appropriate work environment for the student to carry out his/her assignments. The agency supervisor will be asked to complete mid-term and final evaluations of the student's performance in the organization. Financial remuneration in the form of an honorarium to the student is at the discretion of the host organization. The agency supervisor must sign the internship agreement outlining the student's activities.

Please feel free to contact us if you have any questions about the Internship Program. We look forward to working with you.

Sincerely,

Karen Danylchuk, EdD, 519-661-2111 Ext. 88380 karendan@uwo.ca
Alison Doherty, PhD, 519-661-2111 Ext. 88362 adoherty@uwo.ca
Laura Misener, PhD, 519-661-2111 Ext. 86000 laura.misener@uwo.ca
Jim Weese, PhD, 519-661-2111 Ext. 84239 jweese1@uwo.ca
Faculty Supervisors, Masters Sport Management Internship
School of Kinesiology, Faculty of Health Sciences
Western University

Western University
Faculty of Health Sciences, School of Kinesiology
GRADUATE SPORT MANAGEMENT INTERNSHIP PROGRAM

INTERNSHIP AGREEMENT

The following is an internship contract for (name, student#) _____

Internship Job Title: _____

(attach a copy of the job description, responsibilities, conditions)

Name of the Organization: _____

Location of the Organization: _____

Agency Supervisor's Name: _____

Position: _____

Address: _____

Phone: _____

Fax: _____ E-mail: _____

Internship Start Date: _____ End Date: _____

Hours per week: _____

(minimum total 480 hours for 12-16 weeks)

Honorarium, if any: _____

We, the undersigned, agree to the above conditions:

Student Intern

Date

Agency Supervisor

Date

Faculty Advisor

Date

KIN 9011Y SPORT MANAGEMENT INTERNSHIP

WEEKLY LOG REPORT FORM

Copy or reproduce this form, to be submitted weekly to the faculty advisor via OWL or email.

Name:

Agency:

Week of:

Description of Activities Performed/Observed:

Reflections/Comments/Questions (e.g., new experiences, identified strengths/weaknesses, suggestions to improve performance, concerns about the placement):

KIN 9011Y SPORT MANAGEMENT INTERNSHIP

INTERNSHIP LEARNING OBJECTIVES

(10%, approx. 3 pages, due 2 weeks after start of internship)

Student's Name: _____

Agency: _____

A. Technical skills and competencies you hope to develop and improve, and how you will do that (specialized skills/ procedures related to your position and organization, e.g., budgeting, accounting, staffing, computer applications):

B. Interpersonal skills you hope to develop through your internship, and how you will do that (e.g., leadership, communication, cooperation, conflict management):

C. Conceptual skills you hope to develop, and how you will do that (e.g., decision making, planning, organizing):

Recommended Reference:

Chelladurai, P. (2014). *Managing organizations for sport and physical activity. A systems perspective* (4th ed.) (Chapter 4). Milton Park, Oxfordshire: Taylor & Francis.

KIN 9011Y SPORT MANAGEMENT INTERNSHIP

STUDENT EVALUATION OF INTERNSHIP EXPERIENCE

Instructions:

1. To be completed by the student and returned to the faculty advisor at the end of his/her internship.
2. Rate and comment on the strengths and weaknesses of the agency and your agency supervisor in terms of meeting your needs as a student intern. Use the following scale:

1	2	3	4	5	NA
Poor	Less than Adequate	Adequate	More than Adequate	Excellent	Not Applicable

- ___ 1. Agency's acceptance of you as a functional member of the staff, willingness to integrate you into all appropriate levels of activities, programs and projects.
- ___ 2. Arrangements made to orient you to the agency.
- ___ 3. Provision of relevant professional growth experiences in sport management.
- ___ 4. Availability of, and accessibility to, resources to facilitate your internship experience (e.g., computer, workspace, documents, contact with others)
- ___ 5. Qualified, professional staff with demonstrated capability to provide competent supervision.
- ___ 6. Supervisor's interest in your development.
- ___ 7. Supervisor's ability to respond to your problems and help you work toward solutions.
- ___ 8. Scheduling of conferences with your supervisor and ongoing evaluation/feedback of your performance.
- ___ 9. Flexibility in arranging your task in light of changing situations within the agency and your increasing professional competencies.
- ___ 10. Willingness to listen and give feedback to your suggestions/recommendations.
- ___ 11. How would you rate this site for future interns?

Additional comments (use additional page):

KIN 9011Y SPORT MANAGEMENT INTERNSHIP

STUDENT EVALUATION OF INTERNSHIP EXPERIENCE (CRITICAL REFLECTION)

(20% - with Student Evaluation document – due at end of internship, approx. 10 pages)

The content and form of the evaluation/reflection paper may vary depending on each student's internship experience. In general, however, the paper should include the following components:

1. A brief overview of your internship placement, your personal goals, and your learning objectives.
2. A description of some aspect of your internship experience that you felt was particularly meaningful for you.
3. A reflective analysis of why this aspect of your internship was particularly meaningful for you. This might include an assessment of your knowledge and/or attitudes before starting the placement and how these have changed.
4. An overall assessment of what you have learned through this process, and how it relates to your current academic study/course work and future aspirations.

Writing a Reflection Paper

Critical reflection involves reflecting on and making meaning of one's experiences, thoughts, and beliefs. Critical thinking means actively engaging with and questioning information to identify issues, assumptions, concepts, evidence, alternative viewpoints, and frames of reference. Critical reflection brings together reflective practice with critical thinking, encouraging you to deepen your analysis by being critical about your experiences.

How do I get the most from my reflective practice?

The objective of critical reflection is not to simply describe what happened. You need to dig deeper to get the most out of your reflection. Consider the following questions as you prepare to write your paper.

What? Start by describing and examining what happened during your experience including observations about your own and other people's thoughts, feelings, and behaviours.

So what? Move beyond a simple description to analysis and interpretation. Explore how the academic concepts from your courses relate to your experiences.

Now what? Consider how your learning will influence practice and theory. Think about what this means for your own future in the professional or academic realm.

Western University
 Faculty of Health Sciences, School of Kinesiology
GRADUATE SPORT MANAGEMENT INTERNSHIP PROGRAM

SUPERVISOR EVALUATION OF STUDENT INTERN (MID-TERM)

Instructions:

1. To be completed by the agency supervisor at the mid-point of the student's internship. The supervisor's evaluation will comprise 20% of the student's final mark.
2. Rate and comment on the strengths and weaknesses of the intern, using the scale below.
3. The supervisor is encouraged to share the mid-term evaluation with the intern to give an opportunity for feedback and discussion.
4. Return completed evaluation to the student's academic supervisor – Drs. Karen Danylchuk (karendan@uwo.ca), Alison Doherty (adoherty@uwo.ca), Laura Misener (laura.misener@uwo.ca), or Jim Weese (jweesel@uwo.ca) – via email, fax, or hard copy School of Kinesiology, 3M Centre, Western University, London, ON N6A 3K7; Fax 519-661-2008

Intern's Name: _____

Date: _____

Agency Supervisor's Name: _____

Agency: _____

Have the results of this assessment been shared with the intern? Yes ___ No ___

Circle a value for each:

	Less than adequate	Adequate	More than adequate	Excellent
ABILITY TO ORGANIZE AND CARRY OUT TASKS	1 2 3	4 5 6	7 8	9 10
	Has some difficulty organizing/carrying out assigned tasks.	Manages to organize/ carry out most assigned tasks competently.	Very well organized, carries out assigned tasks in professional manner.	Exceptionally well organized. Carries out assigned tasks in exemplary manner.

Comments:

	1	2	3	4	5	6	7	8	9	10
QUALITY OF WORK	Below expectations. Needs frequent instruction and supervision. Completed work is less than satisfactory.		Meets expectations. Needs some supervision. Quality of work is competent.			Usually exceeds expectations. Needs very limited supervision. Work is of very good quality.			Consistently exceeds expectations. Work is always of highest quality.	

Comments:

ORAL COMMUNICATION	Less than adequate			Adequate			More than adequate		Excellent	
	1	2	3	4	5	6	7	8	9	10
	Has difficulty conveying information/ideas to others. Does not seem comfortable.			Can competently express information/ideas to others. Reasonably comfortable in most situations.			Very effective conveying information/ideas to others. Comfortable during oral communication.		Exceptional ability to communicate information/ideas effectively. Very comfortable/confident during oral communication.	

Comments:

WRITTEN COMMUNICATION	1			2			3			4			5			6			7			8			9			10								
		Below expectations. Has difficulty conveying information/ideas in writing. Numerous errors.									Satisfactorily conveys information/ideas in writing. Usually free of errors.									Very effective in conveying information/ideas in writing. Errors are rare.									Exceptional ability to communicate information/ideas in writing.							

Comments:

DEPENDABILITY AND RESPONSIBILITY	1			2			3			4			5			6			7			8			9			10								
		Sometimes fails to complete work. Requires a lot of supervision to produce.									Can be counted on to have tasks completed when required. Sometimes need supervision to do so.									Can always be counted on to have tasks completed. Is conscientious in performance of duties.									Exceptionally dependable and responsible in all circumstances.							

Comments:

INITIATIVE AND ENTHUSIASM	1			2			3			4			5			6			7			8			9			10								
		Must be pushed to get work started and completed. Does not display enthusiasm for assigned work.									Usually enthusiastic about work assignments. Sometimes waits for assignments, rather than taking initiative.									Self-starter. Makes the most of opportunities. Enthusiastic and requests additional responsibilities.									Consistently exceeds expectations. Regularly requests opportunities to explore new assignments.							

Comments:

	Less than adequate			Adequate			More than adequate		Excellent	
ABILITY TO WORK WITH OTHERS IN THE ORGANIZATION	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>
	Usually gets along with others in the organization. Rarely initiates contact.			Gets along with others in the organization. Usually initiates contact.			Very good relationship with personnel at all levels of contact. Interaction is positive and productive.		Exceptionally good relationships with personnel at all levels. Interaction is positive, productive, and sensitive to needs of others.	

Comments:

	1			2			3		4		5		6		7		8		9		10																							
ABILITY TO ACCEPT AND UTILIZE SUGGESTIONS TO IMPROVE PERFORMANCE	<table border="0"> <tr> <td><u>1</u></td><td><u>2</u></td><td><u>3</u></td><td><u>4</u></td><td><u>5</u></td><td><u>6</u></td><td><u>7</u></td><td><u>8</u></td><td><u>9</u></td><td><u>10</u></td> </tr> <tr> <td colspan="3">Almost always rejects or discounts suggestions to improve performance. Rarely attempts to utilize suggestions.</td> <td colspan="3">Usually accepts suggestions to improve performance. Usually successful in utilizing suggestions.</td> <td colspan="2">Always welcomes suggestions to improve performance. Makes a concerted effort to utilize suggestions.</td> <td colspan="4">Always welcomes and solicits suggestions to improve performance. Exceptionally successful in utilizing suggestions.</td> </tr> </table>																						<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	Almost always rejects or discounts suggestions to improve performance. Rarely attempts to utilize suggestions.			Usually accepts suggestions to improve performance. Usually successful in utilizing suggestions.			Always welcomes suggestions to improve performance. Makes a concerted effort to utilize suggestions.		Always welcomes and solicits suggestions to improve performance. Exceptionally successful in utilizing suggestions.			
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Comments:

	1			2			3		4		5		6		7		8		9		10																							
PROFESSIONAL APPEARANCE AND BEHAVIOUR	<table border="0"> <tr> <td><u>1</u></td><td><u>2</u></td><td><u>3</u></td><td><u>4</u></td><td><u>5</u></td><td><u>6</u></td><td><u>7</u></td><td><u>8</u></td><td><u>9</u></td><td><u>10</u></td> </tr> <tr> <td colspan="3">Needs to be reminded frequently about appropriate attire and behaviour in the work setting.</td> <td colspan="3">Seldom needs to be reminded of appropriate attire and behaviour in the work setting.</td> <td colspan="2">Appearance and behaviour is always appropriate to the work setting.</td> <td colspan="4">Appearance and behaviour is exceptional and worthy of emulation by others.</td> </tr> </table>																						<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	Needs to be reminded frequently about appropriate attire and behaviour in the work setting.			Seldom needs to be reminded of appropriate attire and behaviour in the work setting.			Appearance and behaviour is always appropriate to the work setting.		Appearance and behaviour is exceptional and worthy of emulation by others.			
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Comments:

	1			2			3		4		5		6		7		8		9		10																							
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Comments:

OVERALL ASSESSMENT

Major Strengths of the Student: 1. _____
2. _____
3. _____

Areas Needing Improvement: 1. _____
2. _____
3. _____

Signature of Evaluator: _____

Western University
 Faculty of Health Sciences, School of Kinesiology
GRADUATE SPORT MANAGEMENT INTERNSHIP PROGRAM

SUPERVISOR EVALUATION OF STUDENT INTERN (FINAL)

Instructions:

1. To be completed by the agency supervisor at the end of the student's internship. The supervisor's evaluation will be worth 20% of the student's final mark.
2. Rate and comment on the strengths and weaknesses of the intern, using the scale below.
3. The supervisor is encouraged to share the final evaluation with the intern in an exit interview, to give an opportunity for feedback and discussion.
4. Return completed evaluation to the student's academic supervisor – Drs. Karen Danylchuk (karendan@uwo.ca), Alison Doherty (adoherty@uwo.ca), Laura Misener (laura.misener@uwo.ca), or Jim Weese (jweese1@uwo.ca) – via email, fax, or hard copy. School of Kinesiology, 3M Centre, UWO, London, ON N6A 3K7; Fax 519-661-2008

Intern's Name: _____

Date: _____

Agency Supervisor's Name: _____

Agency: _____

Have the results of this assessment been shared with the intern? Yes ___ No ___

Circle a value for each:

	Less than adequate		Adequate		More than adequate		Excellent				
ABILITY TO ORGANIZE AND CARRY OUT TASKS	1	2	3	4	5	6	7	8	9	10	
	Has some difficulty organizing/carrying out assigned tasks.			Manages to organize/carry out most assigned tasks competently.			Very well organized, carries out assigned tasks in professional manner.			Exceptionally well organized. Carries out assigned tasks in exemplary manner.	

Comments:

	1	2	3	4	5	6	7	8	9	10	
QUALITY OF WORK	Below expectations. Needs frequent instruction and supervision. Completed work is less than satisfactory.			Meets expectations. Needs some supervision. Quality of work is competent.			Usually exceeds expectations. Needs very limited supervision. Work is of very good quality.			Consistently exceeds expectations. Work is always of highest quality.	

Comments:

ORAL COMMUNICATION	Less than adequate			Adequate			More than adequate		Excellent	
	1	2	3	4	5	6	7	8	9	10
	Has difficulty conveying information/ideas to others. Does not seem comfortable.			Can competently express information/ideas to others. Reasonably comfortable in most situations.			Very effective conveying information/ideas to others. Comfortable during oral communication.		Exceptional ability to communicate information/ideas effectively. Very comfortable/confident during oral communication.	

Comments:

WRITTEN COMMUNICATION	1			2			3			4			5			6			7			8			9			10								
		Below expectations. Has difficulty conveying information/ideas in writing. Numerous errors.									Satisfactorily conveys information/ideas in writing. Usually free of errors.									Very effective in conveying information/ideas in writing. Errors are rare.									Exceptional ability to communicate information/ideas in writing.							

Comments:

DEPENDABILITY AND RESPONSIBILITY	1			2			3			4			5			6			7			8			9			10								
		Sometimes fails to complete work. Requires a lot of supervision to produce.									Can be counted on to have tasks completed when required. Sometimes need supervision to do so.									Can always be counted on to have tasks completed. Is conscientious in performance of duties.									Exceptionally dependable and responsible in all circumstances.							

Comments:

INITIATIVE AND ENTHUSIASM	1			2			3			4			5			6			7			8			9			10								
		Must be pushed to get work started and completed. Does not display enthusiasm for assigned work.									Usually enthusiastic about work assignments. Sometimes waits for assignments, rather than taking initiative.									Self-starter. Makes the most of opportunities. Enthusiastic and requests additional responsibilities.									Consistently exceeds expectations. Regularly requests opportunities to explore new assignments.							

Comments:

ABILITY TO WORK WITH OTHERS IN THE ORGANIZATION	Less than adequate			Adequate			More than adequate		Excellent	
	1	2	3	4	5	6	7	8	9	10
	Usually gets along with others in the organization. Rarely initiates contact.			Gets along with others in the organization. Usually initiates contact.			Very good relationship with personnel at all levels of contact. Interaction is positive and productive.		Exceptionally good relationships with personnel at all levels. Interaction is positive, productive, and sensitive to needs of others.	

Comments:

ABILITY TO ACCEPT AND UTILIZE SUGGESTIONS TO IMPROVE PERFORMANCE	1	2	3	4	5	6	7	8	9	10
		Almost always rejects or discounts suggestions to improve performance. Rarely attempts to utilize suggestions.			Usually accepts suggestions to improve performance. Usually successful in utilizing suggestions.			Always welcomes suggestions to improve performance. Makes a concerted effort to utilize suggestions.		Always welcomes and solicits suggestions to improve performance. Exceptionally successful in utilizing suggestions.

Comments:

PROFESSIONAL APPEARANCE AND BEHAVIOUR	1	2	3	4	5	6	7	8	9	10
		Needs to be reminded frequently about appropriate attire and behaviour in the work setting.			Seldom needs to be reminded of appropriate attire and behaviour in the work setting.			Appearance and behaviour is always appropriate to the work setting.		Appearance and behaviour is exceptional and worthy of emulation by others.

Comments:

ABILITY AND WILLINGNESS TO WORK INDEPENDENTLY	1	2	3	4	5	6	7	8	9	10
		Frequently relies on others for direction and assistance to complete assigned tasks. Requires heavy supervision.			Seldom requires direction and supervision to complete assigned tasks.			Works well on own to complete assigned tasks. Requires limited supervision.		Works exceptionally well on own to complete assigned tasks. Requires little or no supervision.

Comments:

OVERALL ASSESSMENT

Major Strengths of the Student: 1. _____
2. _____
3. _____

Areas Needing Improvement: 1. _____
2. _____
3. _____

Signature of Evaluator: _____

KIN 9011Y SPORT MANAGEMENT INTERNSHIP

GUIDELINES FOR FINAL REPORT

At the completion of the internship, the student is required to submit a final report that provides an overview and select analysis specific to the organization/agency where he/she worked. The report is worth 25% of the final mark, is due within a month after completing the internship, and should be about 25 pages (12-point font, double-spaced, 1 in margins) and follow the APA 7th ed. style guide for citing and referencing. The report should include the following sections:

1. Overview of the Organization (mission, vision, values, goals and objectives, organizational chart, description of products/services) (5 marks)
2. Background Information (student's job description, roles and responsibilities in the organization, supervision, communication links) (5 marks)
3. Analysis of two different aspects of the organization, its management and/or operations, with recommendations for practice. For each aspect there must be a review of related theory/literature (with appropriate references), an analysis of the phenomenon in the organization, and recommendations for practice. The two aspects must relate to material from two different grad courses (see below for suggestions from each course). (15 marks)

Possible aspects to analyze:

From Kin 9030 Organization Analysis

- Organizational effectiveness
- Organizational structure
- Organizational culture
- Organizational environment
- Interorganizational linkages
- Organizational strategy
- Organizational change
- Other

From Kin 9031 Sport Marketing

- Sport marketing plan
- Segmentation/Targeting/Positioning (STP)
- Relationship marketing
- Ethnic marketing
- Branding (product identification and protection)
- Pricing
- Distribution
- Promotion (sponsorship, advertising, promotions, public relations, media relations)
- Other

From Kin 9032 Leadership

- Theoretical Developments in Leadership
- Leader and Leadership Development
- Team Approach to Leadership
- Leadership and Common Outcome Measures (e.g., organizational effectiveness, member satisfaction, organizational culture)
- Vision and Leadership
- Leadership and Organizational Culture
- Emotional Intelligence and Leadership
- Servant Leadership
- EDI and Leadership
- Leadership Shelf and Succession Planning
- Other

From Kin 9033 Global Sport and Health Politics

- The Global and Transnational: An Introduction to Theory
- Indigenous Issues as Global Issues
- FIFA and Human Rights
- Doping and Politics
- Paraspport in Global Context
- Sport for Development and Peace
- Sport and Transnational Feminist Theory
- Sponsorship and Global Sport
- The Special Olympics
- Other

KIN 9011Y SPORT MANAGEMENT INTERNSHIP

GUIDELINES FOR INTERNSHIP PRESENTATION

At the completion of the internship (within two months), the student is required to share their internship insights and experience with fellow sport management graduate students and sport management professors at Western. The value of the presentation is 10%. The presentation may be in the form of an oral (virtual or in-person) talk (30 min. including questions), an infographic, a vlog, or some other form of communication. Students should confirm the form of their presentation with their faculty supervisor. The presentation should cover the following topics:

1. Overview of the organization (as per Final Report part 2);
2. Description of responsibilities and discussion of accomplishments (tasks, projects, responsibilities) (as per Final Report part 1);
3. Reflection and assessment of personal learning objectives achieved and how, and anticipated learning objectives that were not achieved, and why (as per Critical Reflection).

The presentation will be shared with students and faculty through a scheduled seminar or circulation of the presentation document/file.