

**CAHS 4920 INTERNSHIP  
APPAREL DESIGN & PRODUCTION MANAGEMENT (APDP)**

**SYLLABUS**

**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 (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. Save your outgoing email.
3. **Daily anecdotal journal** describing your work, training, and your thoughts and insights. This is a brief record of your varied experiences; brevity is fine. This will be turned in at the end of the term with your notebook. Possible formats include: (a) a computer log saved to the flash drive that also holds your pictures, (b) printed computer log, or (c) a handwritten journal in a separate journal-style book.
4. **Firm 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 (digital) action photos of you “on the job in your workplace.” Include captions with each photo providing explanatory information. Include photos on a flash drive in the internship notebook.
5. **Interviews** with ten employees who occupy key positions and/or in different functional areas. In a small firm, you may also interview vendors or professionals in related businesses. Interview AU AMDP alums if any are in your firm. The objective is to introduce you to varied functions, perspectives and approaches to the same business. Interviews should be done face to face (no e-mail). Begin interviews early in your internship and try to finish them by mid-term.

Submit (in notebook):

- an approximately one page (double-spaced) summary of each interview; include the person's name, complete position/title (plus company and address if interviewee is not in your company), date of interview, and business card (if they have one). If possible, include a photo of you with the interviewee.

- an overall summary (approximately one page) of the interviews (combined) including your impressions and any themes that emerged as you reflect on the interviews.

You may have standard questions that you ask everyone, such as the following:

- Briefly summarize your career path, your current position, and future goals.
- What are 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** – The objective of the assignment is to solve a problem or capitalize on a work-related opportunity. Ideally, it will leave behind something that is helpful or a contribution that is still there once you are gone. It should be different than the regular tasks that you typically have. It may have to be accomplished in the workplace, but the write-up will be done on your own time.

You may come up with some ideas on your own, or you may need to brainstorm with your internship or faculty supervisor. It must be SMART – Specific (idea), Measurable (you can get feedback as to results), Attainable (not too big to complete), Realistic (you can do it without taking away from other responsibilities), and Time specific (within the internship framework). Specify the goals of the proposed project and the steps you plan to take to achieve them. Present this information to your firm supervisor to get written approval. Fax (844-1340) or scan and send your project proposal (parts A & B below) with the firm supervisor's signed approval to your faculty supervisor for approval before beginning the project. After you complete the project, write a two to four page description of the project including (typically) visual documentation and addressing A-E below.

- A. Statement of the Problem (or opportunity) and the specific goals of the project. (What do you hope to achieve and why is it important?)
  - B. Plan of Action and Evaluation: What you will do (specific steps) to achieve these goals and how you will evaluate the success in meeting the goals listed above.
  - C. Procedure: Describe how you executed your plan to meet goals, including any adjustments that you had to make to your plan.
  - D. Outcome: Describe your results. What did you find or learn, or what was the final output?
  - E. Evaluation of the Outcome: Explain why you did or did not meet a goal. What were your supervisor's comments? What would you do differently if there were a "next time?"
7. **Self-evaluation** (one page) – Evaluate yourself as to 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.

8. **Program analysis** (one page) – Evaluate your preparation for the internship.
- 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** -- Have this evaluation form completed by your on-site supervisor in your final two weeks so that you can include it in your internship notebook. Your supervisor should discuss your performance with you and any areas that you may need to work on to improve your performance.
10. **Thank you letters** – Write and mail thank you letters to your internship supervisor and other key players in your internship. For credit, include photocopies of these letters in your notebook.

**DUE DATE:**

- **To be specified by your faculty supervisor in relation to the end date of your internship and the end of the semester.**
- **Mail (or overnight) your notebook to your faculty supervisor at 308 Spidle Hall, Auburn University, Auburn, AL 36849-5603, so that it will be received by the due date. Alternatively, leave it in the faculty supervisor's box in the CADS office.**

**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.***