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MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF LIBERAL ARTS
ATTENTION: INTERNSHIP COORDINATOR
AVENIDA WAI LONG
TAIPA, MACAU

The rationale of this handbook provides students with the process for registering for the appropriate internship experiences facilitate completing the appropriate forms and describe the internship experience (e.g assignments) expectations.

Internship program aims to integrate both theories and practice. We aims on learning by doing in enhancing and facilitating the students' learning experience. The combination of theories and practice reflects in the learning for achieving the following outcomes:

- Providing experiential learning opportunities for students to apply foundational knowledge and techniques, demonstrate the ability to design, implement, and evaluate the business and exhibit the management /administrative knowledge and skills.
- Allowing students to take this opportunity to demonstrate the potential to succeed as professionals at supervisory or higher levels.
- Maintaining a quality, accredited program that meets program and learning outcomes.

The internship handbook component of the Bachelor of Commerce (BCOM) and Bachelor of Hospitality Management programs (BOHM) is a critical aspect of the professional preparation of the students. The handbook component consists of an internship and report (BCOM113 and BOHM116) as a capstone experience.

Until a University supervisor is assigned, internship students should address their mail, fax cover sheets, and report coversheets to:

Macau University of Science and Technology
School of Liberal Arts
Avenida Wai Long
Taipa, Macau
Internship Coordinator

Once a University supervisor has been assigned, it is the responsibility of students to address mail DIRECTLY to their supervisor. Failure to correctly address correspondence may result in missing or delayed papers.

Students should obtain permission to use the various communication channels (phone, email, voice mail, WeChat, and mail) from their site. Students should not assume that they can just fax or call or use the email system. Please note that all internship students must adhere to the agency's policy in terms of assignments and required evaluation.

Must be completed by each student and forwarded with other forms at the end of the term for the internship experience. Students should indicate their assigned supervisor on the

form.

It is a student's responsibility to send the required documents by email attachment to the University supervisor. The University supervisor asked to acknowledge the receipt of the email attachments in a timely fashion.

Students are responsible for arranging for their own professional liability insurance if needed.

The internship serves several purposes. It furthers students' professional education under the guidance of agency and university supervisors and allows them to apply theory to actual situations. Additionally, the experience provides for intensive self-evaluation as students' develop a professional attitude toward their chosen career and improve their ability to successfully handle a wide variety of people and situations.

Furthermore, the internship program provides agencies with quality personnel to supplement staff and allows these agencies an opportunity to become involved in the preparation of future professionals. Students will want to save copies of papers, especially the major project. Quality paper and projects are important sources of evidence for a student's career portfolio.

The internship is a required course designed to SLA full-time students to gain work experience and increase their exposure in the industry. Students must be successfully completed prior to graduation. The internship is the capstone experience of an SLA student's academic career. Students need to be fully involved in the experience, entirely committed, and fully responsible for the completion of the requirements in a timely and professional manner. ***Failure to do so may result in a student being removed from the experience, receiving an incomplete, being required to complete additional weeks of experiences, or simply having to repeat the entire term, in result delayed their graduation***. Students who have successfully completed the course prerequisites are eligible to be registered for an internship. ***The internship must be at one site and at least 800 TOTAL HOURS for a student in Bachelor of Commerce or Bachelor of Hospitality nt.***

The internship should provide the following opportunities:

- A. Learn first-hand what it means to be a professional practitioner.
- B. Observe, practice, and apply theory to specific situations by comparing, evaluating, adapting, and adopting what has been done in practice to what has been previously experienced in theory.
- C. Engage in intensive self-evaluation by looking at strengths and limitations in light of practical work situations.
- D. Transition from undergraduate student to professional practitioner.
- E. Reinforce and expand upon an understanding of a variety of programming and leadership techniques and their theoretical backgrounds.
- F. Develop leadership and skills in the creative use of community resources for a more meaningful program.
- G. Develop better communication skills, both oral and written.
- H. Gain basic knowledge of the organization and administration of the various types of business entities.
- I. Understand principles of inter departmental relationships.
- J. Acquire the ability to work with people individually or in groups.

For the course code (BCOM113 and BOHM116) (INTERSHIP)

1. Students will be registered by the WeMust system in the fourth academic year-
2. Students fill out the internship confirmation form after accepting an internship offer (both hard copy and soft copy - via SLA internship QR code);
3. Program Director reviews and approves the internship confirmation form;
4. Upon the internship confirmation form being approved, the administrative office inputs the information to the spreadsheet;
5. During the add/drop period, Program Director checks the spreadsheet in order to find the students who haven't submitted the forms or the forms are incomplete, and determine whether their course needs to be dropped or not.
6. ***Students must complete the internship confirmation form; otherwise their course will be dropped during the add/drop period, which may potentially lead to delay graduation.***

Selection of an agency as a field site is based on the following procedures and criteria. Agencies not meeting all requirements may discuss those differences with the Internship Program Director.

Bachelor of Hospitality Management (Internship and Report) allows students to work at all departments in the hospitality sectors which includes hotels and accommodations, food and beverage operations, travel agencies, tourism-related areas, MICE industry, retailing, theme parks, transportation and handling companies and casinos or entertainment. If any other agencies have not been listed, the pre-approval from the internship Program Director is required.

Bachelor of Commerce (Internship and Report) allows students to work at all departments in a commercial firm which includes banks, accounting firms, technology organizations, governmental office and non-governmental organization. Acceptable in the hospitality sectors which includes hotels and accommodations, food and beverage operations, travel agencies, tourism-related areas, MICE industry, retailing, transportation and handling companies and casinos or entertainment. If any other agencies have not been listed, the pre-approval from the Internship Program Director is required.

A. Procedures for Selection

1. For approval, agencies must indicate that a contribution to professional in relate to commerce and hospitality education is important to the agency and that there is management approval for using the agency as an internship site.
2. Agencies should submit following information:
 - a. Description of facilities including program brochures
 - b. Job descriptions and application forms for student interns
 - c. Indication of any stipends available (i.e. housing, meals, travel allowances)

B. Criteria for Selection

1. Describe in the application the organization's professional philosophy in terms of quality, programs, and services.

2. Have staff qualified through both education and experience to supervise student interns.
3. Have written administrative procedures including adequate financial support, personnel policies, and a staff development program.
4. Provides a service for its clients and community.
5. For an agency have not been list in the faculty or agency outside Macau, its request to be have a background check for final approval. University provides the final reserved right to determinate the unqualified agencies for handling the internship program.

It is the student's responsibility to adhere to the term due dates. It is the responsibility of the student to secure an internship site and to schedule an interview or telephone conversation to discuss the details of the position with the potential agency supervisor. Approval as an internship site is based on the level of the student's internship responsibilities, the length of work time at each responsibility, and the qualification as organization, and functions. University suggest and recommend a first priority for selecting an agency should be in Macau .

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- A. Interview and select student interns in conjunction with the internship Program Director.
 - B. If necessary, submit an application to be approved as an internship site.
 - C. Supervise and aid the student in their professional growth through constructive and objective criticism, and encourage self-evaluation by the intern.
 - D. Consider the intern as part of the regular staff and encourage high work standards.
 - E. Prepare staff for the arrival of the intern. Let personnel know they will need to assist in the professional development of the intern.
 - F. Develop a work scheme with the student for areas that should be covered (budgeting, personnel management, fiscal control, maintenance, evaluations and meetings with student).
 - G. Complete midterm and final evaluations.
 - H. Include the student in regular staff meetings.
 - I. Designate work assignments to benefit the student and the agency.
 - J. Conduct an exit interview with the student and provide any recommendations for improvement.
 - K. Agencies suggest to provide one day off for every 6 consecutive working days if possible .

-
- A. Represent the University in all official arrangements with cooperating agencies in the conduct of the on or off-campus internship program.
 - B. Supervise arrangements for and give final approval of all internship assignments.
 - C. Host two workshops for the student interns and explain the internship procedure in details. At least, one face-to-face meeting is required.
 - D. Meet with the student intern and agency supervisor according to location. In general, 50% of the internship sites should be visited.
 - E. Evaluate student intern reports and discuss these reports with the student as necessary. Respond to student intern's enquiries and assignment submissions in a timely fashion.
 - F. Complete midterm and final intern evaluations.

- G. Evaluate the student intern's experience in cooperation with the agency supervisor. It is the responsibility of the university supervisor to assign the intern's final grade.
 - H. Serve as a resource person for both the agency supervisor and the student.
 - I. Study, evaluate, and exchange ideas directed toward improvement of the internship program
 - J. Work closely with the internship program director in case of emergency for the student intern.
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A. Basic Information

- 1. Submit all forms, reports, and paperwork in English according to the due date designated by the University supervisor. Font size should be 12 with double line spacing and with Times New Roman. Students are to inform their supervisors of the assignments selected from the internship Handbook.

B. Assignments Guideline

- 1. (In a total of 1500 words, double line spacing, 12 font size with Times New Roman)

- 1) General description of the agency, including organizational chart
- 2) Statement of duties -- time schedule, activities
 - a) Nature and description of customers served
 - b) List and description of facilities, special equipment – brief
 - c) Agency emergency procedures (e.g., fire, medical, weather)
 - d) Sick day policy – to whom do you report?
 - e) Chain of Command – administrative structure summarized
 - f) Is there a company directory available for interns and others
 - g) Dress codes – required?
 - h) Sexual harassment policy – is there a guideline, if any?
- 3) Risk Management plan—is it covered in your orientation?
- 4) Orientation or training program for new employees

- 2. . Please have the agency supervisor verify the documentation of hours by initialing each log. This is a type of journal that allows the student to reflect on the experience as it relates to him/her professionally and personally. Areas that may be addressed are programs, co-workers, clientele, actual experiences, immediate and long-range objectives, new skills learned, etc.

- 3. Administrative Analysis of Internship Agency: In total of 1500 words , double line spacing , typed pages with Times New Roman. Critically evaluate a specific administrative function of the agency and outline a plan to improve its effectiveness and produce service quality. Consider such functions to evaluate as management-flow charts, personnel development such as hiring, training, and employee evaluation, financing, volunteers, budgeting and public relations.

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4. The major project is to be chosen based on consultation with the agency supervisor. The project should in some way benefit the internship agency. Choose out of the major projects as below. Report should clearly indicate which project had been selected for your choice.

A) . In total 3000 words, double line spacing, typed pages with Times New Roman. Use the traditional P mix (e.g., price, product, promotion, distribution) in which the student is located and critically analyze an administrative function such as provision of service quality, in-depth analysis on the delivery of customer service, marketing plan, and facility layout.

Then outline a plan to improve its effectiveness. This report should also include, but is not limited to, the internship agency name, interviewee, title, address, mission of organization, questions you asked the answer (briefly), marketing methods for each department of the agency, and overall marketing strategies of the internship agency. Include brochures that assist in explaining the analysis of the agency.

You may include the company website and different social media platforms and indicate how to promote their business. The marketing mix can include hybrid mode (online and offline methods)for more in-depth- discussion.

B) In total 3000 words double-spaced, typed pages with Times New Roman. This paper will allow the student to evaluate a special event program for which he/she is totally responsible. Enclosed all pertinent materials. The report should include the following components:

- a) Goals of the organization in hosting the event and event objectives.
- b) Themes of the event and why the theme was selected.
- c) The benefits the participants will receive from the event.
- d) Profile of the event participants.
- e) Describe the forecasting tools for the number of participants.
- f) Describe the event plan through Frames that address each stages of the actual event and address each of the following six program elements in each frame (e.g., interacting people, physical setting, leisure objects, rules, relationships, and animation).
- g) Staffing requirements for each frame with instructions and directions for the staff to follow for each frame.
- h) Detailed budget including all costs and revenues. If possible, list the supplies and equipment for each frame.
- i) Contingency Plan in case of bad weather or problems with the facility.

- j) Scheduling Tasks - basic timeline for organizing the program.
- k) Registration Procedures-Describe the forms of registration for the program.
- l) Risk Management Concerns- prioritize the highest three (3) risks associated with the entire program and explain the risk management strategies.
- m) Promotion Plan- target market and news release and program flyer.
- n) An evaluation form for participants.
- o) Self-analysis or with the intern supervisor, describe the strengths and weaknesses of the event. (The final project is an event plan that could be handed to any event planner without any experience and he/she could organize the event).

C)

In total 3000 words, double line spacing, typed pages with Times New Roman.

- a) : Describe the mission, goals and service concept to plan an organization
- b) : Provide a detailed description and analysis with supporting evidence for each of the strengths, weaknesses, opportunities, and threats. Provide detailed description and analysis with supporting evidence for each of the strengths, weaknesses, opportunities
 - i. Describe the internal attributes of the organization that refers to the strengths and weaknesses that are internal elements that may impact the organization's performance. This analysis is relative to the competition so identify the competing organizations. Analyze the organizational structure, marketing plan, funding, service experience, etc.
 - ii. Describe the external forces that may impact the success of the destination or organization which are divided into opportunities and threats. These external forces are common to other organizations with a similar service. (Examples: each would need further explanation, research, and description) are technology, government regulations, changes in market, customers' preferences, globalization attributes, and competition.) Further assess opportunities based on benefits to the organization and threats based on impact to the organization.
- c) Based on the analysis and written narrative of SWOT, develop a plan to capitalize on the opportunities and strengths and address the threats and weaknesses.

D)

In total of 3000 double line spacing, typed pages with Times New Roman.

Introduction

Students' internship organization will be analyzed in each of the following areas. Student can select one area of his/her organization to analyze.

- a) Explain the organization's service concept. The service concept is a picture or statement that encapsulates the nature of a service business and captures the value, form and function, experience, and outcomes associated with the service concept. Describe each of the following components of the service concept:
 - i. **Service Concept**: The overall shape of the service, how it is created, and how it operates.
 - ii. **Customer Experience**: The experience as perceived by the customers.
 - iii. **Value Proposition**: Why are the customers willing to pay money for this service?
 - iv. **Benefits**: The benefits the service concept provides the customer and the organization. Please use specific details of the organization to describe each component.
- b) Analyze the Technical Components of the service such as the tangibles that compose quality and functional aspects such as service personnel and atmosphere.
 - i. Describe the organization's important technical attributes and functional aspects of the customer's satisfaction.
 - ii. Utilize any of the organization's evaluation information (if available).
- c) Describe the organizations procedures to evaluate service

Assignment

- a) – briefly describe the background of the job such as your expectation, the actual job duties during internship and the goals (academic or career) you had set before the internship started .
- b) – in the section of this report/identify what you did and what issues have been encountered during the internship period.
- c) – share your feelings about thoughts and about a particular issues(i.e., Good / bad /difficult) and compare with your past experience . Identify the gap between the knowledge you have and the knowledge you need to perform the tasks assigned.
- d) – in this section, suggest the solutions that can minimize the gap of knowledge which you have identify in section c. Propose solutions and directions for your future development . During the solution development process, you may seek the third party’s opinions .The people you may approach include:
 - Direct superior at placement
 - Human Resources officers /Managers
 - Consultancy project supervisor
 - Your subject tutor; and or
 - other peers

**A quality project is important for a high grade in the student’s Internship. In addition, a quality project will provide evidence of the student’s work for future employers. Students should save a copy of their project to add to their portfolio.*

These should include:

- 1)
- 2)

with University supervisor (if located within China which is the approximate distance that University supervisors may travel)

Assignments should be submitted electronically via email or MOODLE to the internship teacher. Documents requiring signatures must be scanned and submitted with PDF file .

Assignment due dates:
 Uploaded to Moodle platform (combines all the documents with PDF file)

Assignment	Content	Due day
Section I Progress report	Job analysis report, Biweekly Logs) and analysis of the organization	Feb 26,2024 on or before 0900 am
Section II Final report	Major Project , Reflective Report , Appendix and Agency Evaluation(mid-term and final evaluation form).	Apr 30, 2024 on or before 0900 am

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Format :

Your written report should be typed or produced on a PC.

- Use standard white paper, A4 size
- Must be type-set with Time New Roman, 12pt font size, double line spacing with one-inch margin on all sides of the report. Number the pages in the lower middle of the page.
- The cover page of the report should contain the following information:
 - Program name
 - Student name and student no
 - Date of submission
- Clear headings should be use in each section
- Diagrams and charts should be utilized throughout the report where appropriate
- The report should be properly bound and professionally packaged. It should be presented in the form of a typical business communications format .
- Use of reference –full reference cited in APA format in the project should be provided, except those that are obviously common knowledge.

Papers may be submitted as attachments in PDF format. Individual supervisors may require different submission methods. All written work will be held to the same standards as if on campus.

Students are required to maintain regular contact with their University internship supervisor. Phone calls or WeChat to the supervisor must be made every 10-14 days. Individual supervisors may require different contact methods.

Students need to attend to Internship Briefing Seminar as includes one of the marking component.

. If student call sick or any reason may cause for absence, student need to inform your direct supervisor for their attention.

Student: _____

Agency: _____

Dates: From _____ To _____

Contact Hours for two weeks

Day of Week	Mon: Total Hours Worked	Tues: Total Hours Worked	Wed: Total Hours Worked	Thurs: Total Hours Worked	Fri: Total Hours Worked	Sat: Total Hours Worked	Sun: Total Hours Worked	Total Hours
Week 1 of biweekly								
Week 2 of biweekly								

Supervisor's initials to verify hours _____

Write or type a brief description of the kinds of activities and tasks you experienced.

What are some new skills you learned or experiences you were exposed to?

Reflect about your professional fit and satisfaction.

4. In summary, what recommended changes would you make in the fieldwork program?

5. Overall, what would you rate this fieldwork program on a _____, and why? (If you need additional space, please continue on another page.)

ing of the conceptual foundations and the theories in the program.

ing of and ability to implement principles and procedures related to and care of resources, areas, and facilities.

ing of various techniques of financing, budgeting, and fiscal ity.

ing of and ability to implement public relations marketing, and strategies.

utilize effectively the tools of communication, including technical ech, and audio-visual techniques.

utilize computers for basic functions, including word processing, s, specialized programs related to the industries.

of the legal foundations and responsibilities of business or hospitality ncies, and of the legislative process and the impact of policy formation ty and tourism behaviors and service in all levels of government, local ns, and business enterprise.

ing of legal concepts, including contracts, property, and torts, as applied ent business sectors.

ing of the principles of risk management planning, and the ability to n the development and implementation of a risk management plan.

perience in business organization and hospitality organization.

essentially a full-time continuing experience in a different organization ignment.

ing of the psychological, sociological, and physiological significance of nization from an historical perspective for diverse populations and .

ing of the technological, economic, and political impact of business t in contemporary society.

ing of the signific i ~~KVQ~~ © C\$A D

	LOWEST		HIGHEST		
	1	2	3	4	5
Understanding of the importance of and resources for professional development.					
Understanding of and ability to use diverse community, institutional, natural, cultural and human service resources to promote and enhance the organizational business or hospitality experience.					
Understanding of the roles and interrelationships of diverse tourist service delivery systems, including such specialties in different organizations and the economic development.					
Knowledge of the responsibility of the service profession to make available opportunities for business experiences for all populations of the customers.					
Ability to promote, advocate, interpret, and articulate the impacts of the tourist service systems for all populations of the customers, host community, and strategic partnerships.					
Knowledge of the role and content of business organization and hospitality services and events.					
Ability to organize and conduct events and services in a variety of settings.					
Understanding of and the ability to facilitate the concept of lifestyle for continued individual development and expression throughout the human lifespan.					
Understanding of and the ability to use various leadership techniques and strategies to enhance the individual's experiences for all populations.					
Understanding of the concept and use of business resources to facilitate participant involvement.					
Understanding of and the ability to analyze events, services, and resources in relationship to participation requirements.					
Understanding of procedures and techniques for assessment of business organization and customers needs.					
Understanding of principles and procedures for planning business arrangement, services and events and assessing and evaluating, resources, areas, and facilities, and the associated environmental impacts.					
Knowledge of principles and procedures for proper social, cultural and environmental design of services, areas, and facilities.					
Knowledge of the purpose, basic procedures and interpretation, and application of research and evaluation methodology related to business organization.					
Ability to apply computer and statistical techniques to business management, assessment, planning, and evaluation processes.					
Understanding of principles and procedures for evaluation of business organization or hospitality events and services.					
Ability to formulate, plan for implementation, and evaluate extent to which objectives for quality services and events have been met.					
Knowledge of marketing techniques and strategies.					
Understanding of the concepts of organizational behavior, accountability, interpersonal relations, and decision-making strategies.					
Understanding of and ability to apply personnel management techniques, including job analysis, recruitment, selection, training, motivation, career development and evaluation of staff and volunteers.					

Please indicate your future plans. Check mark an answer and add your comments.

a) I have a full-time job

Please provide title of your position _____

Name of the organization and address _____

b) Job finding resources used in your research _____

c) This internship was my last requirement and I will be looking for a full-time career position. Please indicate the title of the career position that you are pursuing _____

d) I will be attending graduate school after my internship

What subject will you study in your graduate program (e.g. Master in Leisure Management)? _____

What is the name of the college or university you will attend? _____

e) Other - Please Explain

Please feel free to make any additional comments concerning the professional preparation curriculum of SLA.

Signature of Student _____ Date _____



Program to be checked by student/

BCOM

BOHM

Dear Internship Supervisor,

Thank you very much for providing the internship opportunities to the students at the School of Liberal Arts (SLA), Macau University of Science and Technology (MUST). We would like to seek your feedback to the student intern. Your evaluation will help us improve quality of the internship program.

Thank you for your time and support

Student Name

Student Number

Specialization

Period of Placement _____
From Year Month Day to Year Month Day

Organization

Department

Immediate Supervisor

Supervisor's Title

Telephone Number

Fax Number

E-mail



Program to be checked by student/

BCOM

BOHM

Dear Internship Supervisor,

Thank you very much for providing the internship opportunities to the students at the School of Liberal Arts (SLA), Macau University of Science and Technology (MUST). We would like to seek your feedback to the student intern. Your evaluation will help us improve quality of the internship program.

Thank you for your time and support

Student Name

Student Number

Specialization

Period of Placement From Year Month Day to Year Month Day

Organization

Department

Immediate Supervisor

Supervisor's Title

Telephone Number

Fax Number

E-mail

10 = /Very Good 8 = /Good 6 = /Average
4 = /Below Average 2 = /Poor N/A = /Not Applicable

Please tick as appropriate in the space provided below.

10 8 6 4 2 N/A

A.

Attitudes / Behaviours

(1)

Authorized Signature with Company's Chop

Date

i.

Kindly identify both the strengths and weaknesses of the intern.

/Strengths

/Weaknesses

ii.

Will you recommend this student to be recruited by your Company upon completion of his/her studies? If not, why?

iii.

Would you consider this intern fit and having the potential for a future career in the related industry?

iv.

/

Would you please provide any improvement comment for our internship program, such as how our program can help for your organization growth?

v.

/Any other comments?

Authorized Signature with Company's Chop

Date