

**Bacone College**

**Exercise Science Internship  
ESE 4996**

**INTERNSHIP HANDBOOK  
2018-2019**

*Congratulations* on your progress in the Exercise Science (ESE) major! The internship is one of the final experiences in your degree program and your readiness for it represents an accomplishment on your part.

The internship is intended to provide you with a practical, on-the-job learning experience which gives you the opportunity to integrate theory with the "real world" of Exercise Science. The internship experience can be a successful stepping stone in helping students transition from the academic world to the professional field.

This handbook is intended to outline the **steps you will follow to procure an internship site** and the requirements you will meet to complete the internship experience successfully. Although the Coordinator of the ESE program will assist you throughout the entire experience, from site selection to internship completion, it is fundamentally **your responsibility** to see that all requirements are met.

**Bacone College**  
Department of Natural Sciences

INTERNSHIP  
ELIGIBILITY CRITERION

**PREREQUISITES FOR INTERNSHIP**

Before beginning an Internship, the student must:

1. Have at least a 2.25 GPA minimum.
2. Be an ESE major that has completed all necessary course work.
3. Obtain approval for course enrollment from the Coordinator of the ESE program.
4. Complete the application for internship.

**Bacone College****APPLICATION TO INTERNSHIP IN EXERCISE SCIENCE**

DATE \_\_\_\_\_ SEMESTER OF INTERNSHIP \_\_\_\_\_

***STUDENT INFORMATION***

Student Name: \_\_\_\_\_ ID #: \_\_\_\_\_

Phone (Campus) \_\_\_\_\_

(Cell) \_\_\_\_\_

(Intern Site) \_\_\_\_\_

Student's E-mail: \_\_\_\_\_

Campus Address: \_\_\_\_\_

Home Address: \_\_\_\_\_

***READINESS FOR THE INTERNSHIP***

Projected Graduation: Fall \_\_\_\_ Spring \_\_\_\_ Summer \_\_\_\_

Grade Point Avg.: \_\_\_\_\_ Have you completed all courses? Yes \_\_\_\_ No \_\_\_\_

If no, which courses remain? \_\_\_\_\_

***INTERNSHIP SITE INFORMATION***

Agency: \_\_\_\_\_

Agency Address: \_\_\_\_\_

Agency Phone Number(s): \_\_\_\_\_

Agency e-mail: \_\_\_\_\_

Agency/Fieldwork Supervisor: \_\_\_\_\_  
(Name & Title)

Internship description (what you will be doing, types of programs, responsibilities, duties, etc.)

\_\_\_\_\_ Please type this on a separate paper

\*\*\*\*\* FOR ESE FACULTY USE ONLY \*\*\*\*\*

Internship Approved? Yes \_\_\_\_ No \_\_\_\_

Signature of Exercise Science Program Coordinator: \_\_\_\_\_ Date: \_\_\_\_\_

**Bacone College**  
Department of Natural Sciences

**REQUIREMENTS DURING INTERNSHIP**

Internship students will:

1. Complete monthly Report Forms for each week/month of their internship.  
Complete a minimum of **240 hours (Approximately 16 hours a week spread over a semester)** documented on the time sheet.
2. Develop a Final SWOT Analysis Report as outlined below **OR** a case study as outlined below.
3. Develop a Philosophy Paper as outlined below.
4. Complete a resume' and cover letter as per the example below.
5. Obtain Internship evaluations (final) from internship supervisor.

**EXPLANATION OF REQUIREMENTS**

1. Monthly Reports

The monthly journals/reports are to be completed for **each month** of your internship. They are generally around three to four pages in length and should be based on **Weekly Reports**. Although these are due at the end of your internship, you are required to have these reviewed/approved by your instructor minimum **twice a month**. The aim of this assignment is to help you evaluate your experiences and your performance in professional situations. Use the following format for your monthly report:

Name: \_\_\_\_\_

Month: \_\_\_\_\_ Year: \_\_\_\_\_

Internship Location: \_\_\_\_\_

1. Please describe any new or significant experiences from the past Week/Month.
2. How did you handle these situations? Were you happy with your performance in these situations? Were there any skill and knowledge areas in which you felt deficient and limited?
3. Comments concerning your feelings and experiences.
4. Plans for improving performance.
5. Situations that you observed during the Week/Month that were interesting and/or beneficial to your pre-professional development

## 2. Final SWOT Report

Each Intern will develop a SWOT analysis of the organization in which they are performing their internship. The following guidelines will be used to create the SWOT analysis:

**SWOT** analysis is a tool for auditing an organization and its environment. It is the first stage of planning and helps marketers to focus on key issues. *SWOT* stands for **strengths, weaknesses, opportunities, and threats**. Strengths and weaknesses are **internal** factors. Opportunities and threats are **external** factors.

Simple rules for successful SWOT analysis.

- Be realistic about the strengths and weaknesses of your organization when conducting **SWOT** analysis.
- SWOT analysis should distinguish between where your organization is today, and where it could be in the future.
- SWOT should always be specific. Avoid grey areas.
- Always apply SWOT in relation to your competition i.e. better than or worse than your competition.
- Keep your SWOT short and simple. Avoid complexity and over analysis
- SWOT is subjective.

In SWOT, strengths and weaknesses are internal factors.

For example: A **strength** could be:

- Your specialist technical/marketing expertise.
- A new, innovative product or service.
- Location of your business/organization.
- Quality processes and procedures.
- Any other aspect of your business/organization that adds value to your product or service.

A **weakness** could be:

- Lack of marketing expertise.
- Undifferentiated products or services (i.e. in relation to your competitors).
- Location of your business.
- Poor quality goods or services.
- Damaged reputation.

In *SWOT*, opportunities and threats are external factors.

For example: An **opportunity** could be:

- A developing market such as the Internet.
- Mergers, joint ventures or strategic alliances.
- Moving into new market segments that offer improved profits.
- A new international market.
- A market vacated by an ineffective competitor.

For example: A **threat** could be:

- A new competitor in your home market.
- Price wars with competitors.
- A competitor has a new, innovative product or service.
- Competitors have superior access to channels of distribution.
- Taxation is introduced on your product or service.

### NIKE Sample SWOT

#### **Strengths**

- Nike is a very competitive organization. Phil Knight (Founder and CEO) is often quoted as saying that 'Business is war without bullets.' Nike has a healthy dislike of its competitors. At the Atlanta Olympics, Reebok went to the expense of sponsoring the games. Nike did not. However, Nike sponsored the top athletes and gained valuable coverage.
- Nike has no factories. It does not tie up cash in buildings and manufacturing workers. This makes a very lean organization. Nike is strong at research and development, as is evidenced by its evolving and innovative product range. They then manufacture wherever they can produce high quality product at the lowest possible price. If prices rise, and products can be made more cheaply elsewhere (to the same or better specification), Nike will move production.
- Nike is a global brand. It is the number one sports brand in the World. Its famous 'Swoosh' is instantly recognizable, and Phil Knight even has it tattooed on his ankle.

#### **Weaknesses.**

- The organization does have a diversified range of sports products. However, the income of the business is still heavily dependent upon its share of the footwear market. This may leave it vulnerable if for any reason its market share erodes.
- The retail sector is very price sensitive. Nike does have its own retailer in Nike Town. However, most of its income is derived from selling into retailers. Retailers tend to offer a very similar experience to the consumer. Can you tell one sports retailer from another? So margins tend to get squeezed as retailers try to pass some of the low price competition pressure onto Nike.

#### **Opportunities**

- Product development offers Nike many opportunities. The brand is fiercely defended by its owners whom truly believe that Nike is not a fashion brand. However, like it or not, consumers that wear Nike product do not always buy it to participate in sport. Some would argue that in youth culture especially, Nike is a fashion brand. This creates its own opportunities, since product could become unfashionable before it wears out i.e. consumers need to replace shoes.
- There is also the opportunity to develop products such as sport wear, sunglasses and jewelry. Such high value items do tend to have associated with them, high profits.
- The business could also be developed internationally, building upon its strong global brand recognition. There are many markets that have the disposable income to spend on high value sports goods. For example, emerging markets such as China and India have a new richer generation of consumers. There are also global marketing events that can be utilized to support the brand such as the World Cup (soccer) and The Olympics.

### Threats

- Nike is exposed to the international nature of trade. It buys and sells in different currencies and so costs and margins are not stable over long periods of time. Such an exposure could mean that Nike may be manufacturing and/or selling at a loss. This is an issue that faces all global brands.
- The market for sports shoes and garments is very competitive. The model developed by Phil Knight in his Stanford Business School days (high value branded product manufactured at a low cost) is now commonly used and to an extent is no longer a basis for sustainable competitive advantage. Competitors are developing alternative brands to take away Nike's market share.
- As discussed above in weaknesses, the retail sector is becoming price competitive. This ultimately means that consumers are shopping around for a better deal. So if one store charges a price for a pair of sports shoes, the consumer could go to the store along the street to compare prices for the exactly the same item, and buy the cheaper of the two. Such consumer price sensitivity is a potential external threat to Nike.

### OR

#### Case Study

Case study – You may choose any client/patient as the topic of your study, however your client/patient should be reflective of the population at your site. Be concise but detailed in your case study and use the following format during your initial appointment with your client/patient:

b. Subjective – Information provided by the client/patient or family members regarding the purpose of their visit to the facility.

c. Objective – Factual, reproducible observations that you record, including a medical history if available (e.g., RHR, BP, exercise test data, medications, etc.).

d. Assessment – Interpretation of subjective and objective information.

e. Plan – Exercise program implementation.

As your client/patient progresses through the exercise program that you have designed for them, record follow-up notes. These notes should document concerns and adjustments you have made to their exercise program, additional testing you have performed to track changes and any progress or regression that your client/patient has made. It is imperative that you comply with HIPAA guidelines when discussing your client/patient. In other words, **do not** document or carry with you any information that can be used to trace the identification of a client/patient.

### 3. Personal Philosophy Paper

Each intern is to reflect on your own thinking and/or opinion of their respective discipline. Type up an essay that addresses the following questions:

- Why is Exercise Science important to you?



- What is the value of it in society?
- Have your concepts/thoughts changed regarding your discipline since you started in the curriculum? How?
- What do you think will happen in the future with exercise, recreation, and leisure? Why?
- What are your personal core values and how will you exhibit those in an exercise science setting?

#### 4. Resume' and Cover Letter

Each intern needs to create a resume' and cover letter that follows the format/sample below. Any deviations need to be approved by the Internship Coordinator.

Dear Mr. Houston:

First, I would like to thank you for taking the time out of your busy schedule to consider my application for your institution. I am a recent college graduate with a B.S. in Exercise Science who is looking to further my education, experience, and development as a strength and conditioning coach. I understand your institution is currently in search of a Graduate Assistant who is competent, experienced, and passionate about strength and conditioning. I am currently in the process of becoming NSCA-CSCS certified and have participated in a strength program as both a collegiate athlete and a coach over three years.

I am confident that I can contribute to your program with my leadership attributes and skill set. I am proficient with measuring and analyzing biometrics and performance data for program design. I am competent in administering performance tests that include but not limited to vertical and linear power, agility, muscle strength, and anaerobic power. My background in exercise science gives me the understanding of the intricacies and demands of a sport from the energy systems utilized, the biomechanics used, training them effectively, and maximizing periodization. By serving as collegiate team captain and president of a club, I was able to bring individuals together, command greatness, and work toward a common goal.

Enclosed I have attached the following documents requested, my resume which reports my achievements, experiences, and skills and my reference page that provides the information of individuals who are in the Strength and Collegiate profession who have mentored me, watch me grow, and can vouch for my development and growth in the profession.

Sincerely,

ABC

## **Mitchell C. Houghton**

1800 Bradley St.  
Bossier City, LA 71112

[bearkatlinebacker@yahoo.com](mailto:bearkatlinebacker@yahoo.com)

**OBJECTIVE:** To obtain the Part-time wrestling assistant coaching job at Iowa Western Community College.

### **SUMMARY:**

- Bachelors of Science in Exercise Science.
- Student Assistant Wrestling Coach Bacone College.
- Graduated with a 3.10 Grade Point Average from Bacone College.

### **EDUCATION:**

- Bachelors of Science Exercise Science, December 2014.
- Bacone College: Presidents list graduated with a G.P.A of 3.10 on a 4.0 scale.

### **RELEVANT COURSES:**

- RME 3603 Strength & Conditioning Prep.
- SME 4303 Psychology of Human Behavior in Sport
- ESE 4113 Administration of Exercise Prescription
- ESE 3114 Exercise Physiology I, ESE 3124 Exercise Physiology II

### **EXPERIENCE:**

#### **Strength and Conditioning Internship June 2014 to August 2014**

##### **SpeedWorks Sports Performance Academy: Shreveport, Louisiana**

- Served as a training assistant for the college level class teaching weight training, agility training, and speed development.
- Served as a trainer for the 9-18 year old class teaching speed development, agility training, and weight training.
- Interned under CSCS certified coach and the Professional Strength and Conditioning Coaches Society's Strength and Conditioning Coach of the Year Matt Merry.

#### **Student Assistant Wrestling Coach August 2014 to December 2014**

##### **Bacone College: Muskogee, Oklahoma**

- Worked under Head Coach Brett Oleson.
- Coached wrestling practices and matches providing wrestling technique and strength and conditioning knowledge.

### **Career Related Skills:**

- Organizing the set up and running of dual meets.
- Running of tournaments.
- Conditioning program design.
- Speed and agility program design.
- Ability to recruit student athletes.
- Practice program design.

### **Activities and Certifications:**

- Bacone College varsity wrestling team member 2011-2013.
- Minot State University varsity wrestling team member 2010-2011.
- USA Wrestling Bronze Certified Coach.

- CSCS Certification Anticipated May of 2015.

## **Zachary E. Knox**

31150 S. 628 R.

Grove, OK 74344

[knoxie07@gmail.com](mailto:knoxie07@gmail.com)

918-801-8874

### **EDUCATION:**

- Bachelor of Science, Exercise Science: Bacone College Fall 2015
- GPA of 3.35: Honor Roll (4.0 GPA) Spring 2013 and Fall 2015

### **RELEVANT COURSES:**

ESE 3603 Strength & Conditioning Certification	HPE 3513 Kinesiology
ESE 4113 Administration of Exercise Prescription	ESE 3703 Personal Training Certification
ESE 3114 Exercise Physiology I	ESE 3124 Exercise Physiology II
BIO 2134 Anatomy and Physiology I	BIO 2144 Anatomy and Physiology II
ESE 4213 Fitness Assessment and Exercise Prescription	

### **EXPERIENCE:**

- *Internship of Exercise Science at World's Gym North Kansas City*
  1. Shadowed manager's daily activities
  2. Personally helped new members initiate exercise programs
  3. Performed daily tasks of the gyms employees
- *Bacone Exercise Science Lab Assistant*
  1. Performed health screening for students and professors
  2. Experience with MicroFit and DietMaster Pro software programs
  3. Assisted students with screening programs and administering tests
- *NAIA Colligate Athlete*
  1. Bacone Baseball (2011-2015)
  2. Bacone Soccer (2015)
  3. Captained both teams in senior season

### **CAREER RELATED SKILLS:**

- Exercise program design: Resistance training, Speed training, & Plyometric training
- Health screening: Heart Rate Testing, Blood Pressure Testing, Glucose Testing, Skinfold and Waist/Hip Ratio Measurement Testing, Stress Testing, Muscular Fitness Testing
- ACSM CVD Risk Stratification: Exercise Prescription and Dietary Recommendations

### **ACITIVITIES and CERTIFICATIONS:**

- 3<sup>rd</sup> place finish in Bacone College Exercise Science Research Symposium
- CSCS Certification Anticipated Spring of 2016

- Bacone FCA member

### **REFERENCES:**

- Dr. ABC, Ph.D.  
Coordinator of Exercise Science Major at Bacone College

- Anthony Ramos  
Baseball Coach at Bacone College  
[ramosa@bacone.edu](mailto:ramosa@bacone.edu)

- Trevor Clay  
Manager at World's Gym Kansas City  
816-645-4282

- Brian McCurdy  
Soccer Manager at Bacone College  
[mccurdyb@bacone.edu](mailto:mccurdyb@bacone.edu)

### **5. Final Internship Evaluation**

**The on-site supervisor will complete the evaluation form on your performance. The evaluation will be mailed or delivered to the address on the form. This information is kept confidential.**

**BACONE COLLEGE**  
Division of Applied and Health Sciences  
**FINAL INTERNSHIP EVALUATION**  
COVER PAGE

Student's Name: \_\_\_\_\_

**Directions:**

Just prior to the completion of the internship experience, please check the rating which best describes the level of attainment by the student and complete the statements following the rating scale.

Please revise the completed evaluation with the student prior to submitting the evaluation to the university supervisor.

In your evaluation, please rate the student as you would rate a new employee. Internship is the first step towards a professional role. How would you rate this individual as a professional?

**Rating Scale**

1= outstanding

2= above average

3= average

4= needs improvement

5= unacceptable

6= not acceptable (please explain)

When evaluation is complete, please forward to:

Jyoti Abraham, Ph.D.  
Coordinator of Exercise Science Program  
Bacone College  
2299 Old Bacone Rd  
Muskogee, OK 74403  
abrahamj@bacone.edu

## FINAL INTERNSHIP EVALUATION

Student's Name: \_\_\_\_\_

1. Cooperation:	1	2	3	4	5	6
a. Function well with and adjusting people						
b. Willingly accepts suggestions and criticism						
c. Respecting opinions of others						
2. Responsibility	1	2	3	4	5	6
a. Following task through to completion						
b. Following directions and instructions						
c. Is punctual						
d. Is dependable						
e. Attendance is appropriate						
f. Demonstrating awareness of the responsibility of the position						
3. Enthusiasm:	1	2	3	4	5	6
a. Eagerly pursues tasks						
b. Demonstrating interest in people						
c. Initiating tasks without prodding						
d. Demonstrating a desire to assist						
e. Demonstrating a desire to learn						
4. Emotional Stability/Maturity:	1	2	3	4	5	6
a. Demonstrating confidence						
b. Is well-poised						
c. Exhibiting self control						
d. Indicating sensitivity for the needs of the participants						
e. Demonstrating capability of confronting new situations calmly						
5. Leadership:	1	2	3	4	5	6
a. Demonstrating ability to plan						
b. Demonstrating ability to organize groups						
c. Attempting to resolve problems independently						
d. Demonstrating ability to generate interest in activity						
e. Conveying ideas clearly						
f. Introducing new ideas and approaches						
g. Indicating understanding the human growth and development						
h. Indicating understanding of people (staff, participants)						
i. Demonstrating imagination and creativity						
j. Demonstrating knowledge of recreational skills and techniques						
k. Exercising good judgment						
6. Physical Qualities:	1	2	3	4	5	6
a. Demonstrating enthusiasm and energy						
b. Dressing appropriately for setting and activity						
7. Social Qualities:	1	2	3	4	5	6
a. Establishing good rapport with group						
b. Establishing good rapport with agency staff						
c. Demonstrating ease in meeting people						
d. Demonstrating good character and integrity						
e. Demonstrating cooperative attitude						



**Final Evaluation**

The student is most effective in:

The student requires assistance in:

Additional comments and/or recommendations:

Signature of Evaluator: \_\_\_\_\_

Date of Evaluation: \_\_\_\_\_

Name of the Evaluator: \_\_\_\_\_

Title/Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Comments:

Bacone College  
Department of Natural Sciences  
**PERSONAL CHECKLIST**

This checklist is for your personal use. This form is designed to help you keep track of each assignment. **Failure to complete all aspects of the internship, including necessary paperwork, will result in a failing grade.**

	Date Completed
Application for internship	
Signed Syllabus acknowledging internship requirements	
Weekly/ Monthly reports & Time Sheet	
Personal Philosophy	
SWOT Analysis or Case Study	
Resume and Cover Letter	
Final Internship Evaluation by site supervisor	