Roles for Entrepreneur Internships

The goal of an entrepreneur internship is to be exposed to starting and running a business as a whole. The student intern may have a major in any area of business. Because of this, instead of focusing on the major, the College of Business is more interested in how the internship will impact a student’s interests and career goals. This experience should add value to the student’s College of Business career.

An entrepreneurial internship can be designed in several ways. Some include a specific, deep project such as writing an entire business plan, rotating within functional areas of an organization, interning directly with a business owner, or focusing on one functional area of the organization.

Possible example of a 10 week rotational program:

Week 1
- Organization overview, shadowing owner, president
- How did they start this organization? What does a business plan look like? How is funding acquired?

Week 2:
- Become familiar with product, services. This is what we might call “touch the product.” If it is a manufacturing facility, the intern might spend time out in the facility. If it is a service organization, the intern might shadow in the customer service area.

Week 3-4:
*Intern with Human Resources Department responsibilities may include:

- Updating various databases including the grievance log, applicant flow, HRIS, etc.
- Researching and collecting data for HR initiatives
- Networking with external resources
- Performing reference and background checks
- Preparing materials for and conducting orientation and interviews
- Advertising all open job positions, assist with recruiting
- Revamp training manual
- Make safety newsletters
- Work with compensation and benefits
• Sit in on employee conduct/evaluation meetings

Week 5-6
*Intern with Accounting/Finance Department responsibilities may include:

• Work with general ledger accounts
• Assist in daily treasury operations and compliance requirements
• Perform reconcilement of banking activities
• Work with clients to help create a financial plan and payment plans
• Manage client accounts and take necessary actions to receive payment
• Develop and analyze budgets for a worldwide operation
• Profit analysis, handle accounts payable, work with payroll
• Organize files to make sure they are in order for the audit
• Prepare tax reports
• Research new methods for efficient costing and pricing

Week 7-8
*Intern with Operations/IT Department responsibilities may include:

• Work with the IT department in supplier schedules, EDI, production planning, etc
• Define improvement initiatives
• Map operational processes
• Conduct data gathering and analysis of processes
• Create standardized operating procedure documentation
• Assist in implementing improvements and control plans
• Perform buying functions
• Assist with quality control procedure
• Perform web design and web programming
• Work with information technology and functional business areas to develop and promote Web use, development, and publishing knowledge and expertise
• Researched new software and created implementation plan
• Set up intranet for company use
• Analyzed the operation of the work site organization and find areas for improvement

Week 9-10
*Intern with Marketing Department responsibilities may include:

• Prepare brochures and promotional materials
• Assist in building a projects database
• Work in development and implementation (local, regional, and national)
• Coordinate special events and media relations
• Place and track advertising
• Develop detailed marketing plans
• Interact with clients
- Develop a strong understanding of company’s products and services
- Sell and create sales presentations to current customers and prospect for new business
- Coordinate with internal departments to respond quickly to customer requests
- Perform market research through interviews, focus groups and surveys
- Attend business tradeshows

Week 10
Prepare and present on experience to all constituents and receive constructive feedback and suggestions for organization.

*When an intern rotates within departments, they should be given projects/responsibilities that fit within that framework. It is much more valuable for a student to work on a short-term project where they can see it from conception to implementation.*