

PSS 3413 Floristry Internship
Mississippi State University
The Floral Management Concentration in the Horticulture Major
Department of Plant and Soil Sciences

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STUDENT AND EMPLOYER

Floristry Internship Fact Sheet

The purpose of the MSU Floristry Internship is to enable students to gain industry experience during their baccalaureate degree program. This internship is viewed as an enriching educational experience where students apply classroom learning to a professional setting. Upon completion of the internship, students bring new information and skills back to the classroom, enhancing their learning as well as that of their classmates.

Employers are requested to offer interns a wide range of job tasks so that the student gains a well-rounded view of the company's operations and philosophies. There is great diversity in the types of business found the floral industry. Similarly, student interns are permitted to work in many facets of the floral industry including retail florist shops, special event firms, wholesale floral and floral supply companies, interior plantscape companies and other entities directly involved in floral management.

Student Responsibilities

Students enrolled in the Floristry Internship must complete 400-480 hours of work experience with an approved internship company. This is equivalent to 10-12 weeks of full-time (40 hour/week) employment. Other responsibilities include the completion and submission of:

- Agreement Form, completed and submitted as soon as possible
- Updated Resume (10% of grade)
- Weekly Reports (30 % of grade)
- Internship Report (30 % of grade)

Employer's Responsibilities

The employer is central to the professional development of the student. Employers are asked to provide an enriching, stimulating work environment. A valuable internship challenges the mind and ability of the student.

Employers are asked to pay the intern a fair wage, mutually agreed-upon with the intern. Assistance in securing housing is appreciated, and oftentimes mandatory in order for the intern to commit to the location. Housing is sometimes factored as part of the employee's pay.

The employer is requested evaluate the student intern at the end of the semester using a form (Employer's Evaluation of Student Intern). This evaluation is factored as one-third of the student's grade and may or may not be shared with the intern according to the wishes of the employer.

As is true in the hiring process, job applicants vary in skill, knowledge and intellect. We request employers interview the potential intern, gaining an understanding of the student's abilities. For instance, employers may require potential interns to create floral designs for evaluation, role-play through an order-taking process, or review their coursework portfolios.

For further information, contact Lynette McDougald at (662) 325-3585
lmcdougald@pss.msstate.edu.

STUDENT AND EMPLOYER

SYLLABUS

PSS 3413 Floristry Internship

Department of Plant and Soil Sciences, Mississippi State University

Prerequisites:

PSS 2343, Floral Design and consent of instructor.

Instructor:

Lynette McDougald

(662) 325-1963 office

(662) 325-1964 fax

(662) 325-3585 shop

lmcdougald@pss.msstate.edu

Course Description:

The internship in Floral Management allows students to gain professional experience in a wide range of floral and allied operations. During the internship, students will apply information learned in the classroom to real-life situations. Following the internship, students will in turn apply their work experience to the remainder of their coursework or to their first post-graduate job. They will have a better perspective on the wide range of career opportunities in the floral industry or in other related design-oriented positions. They will also better understand the demands on professionals in the world of business.

Expected Learning Outcomes:

Know and understand the company's management structure.

Demonstrate good performance products and practices objectified by the employer.

Document the experience with a written, comprehensive report.

Internship Assignments/Requirements

I. 400 hours work experience must be completed in a floral industry or related business. This is equivalent to 10 weeks of full-time (40-hour/week) employment. Students are not permitted to serve the internship at the Mississippi State University Florist nor are they to work for companies where they have been previously employed. Internships must be served during the semester in which the student is enrolled in the course.

II. An updated resume (10% of final grade) should be submitted with the final report.

III. An Employee/Employer Internship Agreement (Form) must be submitted to the advisor *before the internship begins*.

IV. The intern must complete a Weekly Report of Duties Performed by Intern (Form, 30% of final grade). These weekly reports help the intern write a comprehensive

Internship Report. The weekly reports must be included and submitted with the Internship Report.

V. The employer via the Evaluation of Intern by Employer (Form, 30% of final grade) evaluates the intern. Information from the completed form may be shared by the employer with the intern but only if the employer desires to do so.

VI. A comprehensive Internship Report (30% of final grade) is due as listed below. Its contents should follow the Internship Report Outline listed later in the syllabus.

VII. Grading scale

100-90%	A
89-80%	B
79-70%	C
69-60%	D
59-0%	F

IIX. Honor Code

Mississippi State University has an approved Honor Code that applies to all students. There will be zero tolerance for cheating, plagiarism, or other academic misconduct as defined in the Mississippi State University Academic Honesty policy. "As a Mississippi State University student I will conduct myself with honor and integrity at all times. I will not lie, cheat, or steal, nor will I accept the actions of those who do."

IX. Disability Accommodations

If you have a documented disability that requires academic accommodations, please notify the instructor as soon as possible. In order to receive accommodations in this course, you must provide a Letter of Accommodation from MSU Student Support Services for coordination of services available to students with disabilities.

Fall semester intern reports due December 1

Spring semester intern reports due April 25

Summer semester intern reports due August 6

STUDENT AND EMPLOYER

PSS 3413 Floristry Internship Agreement

Must be returned to instructor before internship begins.

Mississippi State University Floristry Internship
The Floral Management Concentration in the Horticulture Major
Department of Plant and Soil Sciences

Student Information

Name _____

Mailing address during internship

Cellular number_(____)_____

Employer Information

Supervisor's Name _____

Mailing address

Phone_(____)_____

Email _____

Position Information

Dates of Employment from _____ to _____

Position title _____

Student responsibilities and duties:

Daily hours of work from _____ to _____

Days per week from _____ to _____

Wages/Salary Employer is to pay intern _____ per hour per week per month

Other compensation _____

Other information _____

The undersigned agree to conform to this agreement and provide minimum of two weeks notice to all three parties before this agreement is terminated. The information contained in the Internship Course Syllabus (attached) is part of this agreement.

Approved by Employer _____

Date _____

Approved by Student _____

Date _____

Approved by Faculty _____

Date _____

Return this completed form to the internship instructor. After all signatures have been collected, the instructor will provide all parties with a copy of the agreement.

Internship Report Outline

May be submitted to instructor electronically.

12-point font, double-spaced, 6-12 pages in length not counting illustrations. Include illustrations in the report.

Background

Brief history of the company

Company philosophy, if available

Products and services offered

Physical Facilities

Description and evaluation of business interior and exterior, locale

Business layout including rooms, fixtures, major equipment placement

Display windows, signage

Policies and Procedures

Hours of operation

Credit policies

Advertising (include samples)

Dress code

Product packaging

Floral handling/processing procedures

Delivery procedures

Product guarantees

Management hierarchy

Buying, product sources

Other information relative to business operations

Jobs Performed by the Intern

Major responsibilities

How did your coursework at MSU relate to your work?

Skill improvement and development

Description of most enriching learning experience

Intern's Opinions, Evaluation, and Recommendations

What changes would improve business efficiency, success?

What job intern liked best, least?

Other relevant information

STUDENT

Weekly Progress Report

Can be submitted electronically, weekly or at conclusion of internship.

Name: _____

PSS 3413 Floristry Internship
Mississippi State University
University Florist
Box 9522
Mississippi State, MS 39762

Work Schedule

Date	Day	Time	Hours Worked
_____	_____	_____ to _____	_____
_____	_____	_____ to _____	_____
_____	_____	_____ to _____	_____
_____	_____	_____ to _____	_____
_____	_____	_____ to _____	_____
_____	_____	_____ to _____	_____
_____	_____	_____ to _____	_____

TOTAL NUMBER HOURS WORKED FOR THE WEEK _____

Number hours missed due to illness, absence, etc. _____

Check all activities in which you were involved this week.

1. Sales

- using add-on sales technique
- using suggestive selling technique
- meeting a sales quota goal
- organizing and straightening sales floor merchandise
- straightening and maintaining clean, attractive store windows
- creating store window displays
- sweeping and dusting sales area
- using computer systems including cash register and/or electronic credit card machine
- using signage
- participating in a wedding floral consultation
- participating in a sympathy floral consultation
- other -- please explain _____

2. Inventory Control

- taking inventory
- checking-in merchandise

- pricing merchandise
- remembering to sell from large quantities of existing inventory of hard goods
- selling from existing stock of perishable inventory
- recognizing fast-moving merchandise
- recognizing slow-moving merchandise
- other -- please explain _____

3. Studying the Area

- visiting competitors' operations
- visiting branch operations
- visiting the local or regional cut flower wholesalers and/or flower markets
- visiting nearby gift markets
- visiting local botanical gardens
- visiting cultural outlets such as museums, theater, opera, cultural festivals
- meeting other professionals. Whom? _____
- other -- please explain _____

4. Design/Creative

- designing fresh floral arrangements
- designing dried and/or silk arrangements
- designing sympathy arrangements
- designing wedding flowers
- designing flowers-to-wear
- creating dish gardens/European dish gardens
- decorating potted plants
- creating product vignettes
- other – describe: _____

5. Managerial

- handling customer complaints
- opening the store
- closing the store
- devising ways of marketing otherwise slow-moving merchandise
- developing ideas for in-store specials
- observing/participating in a meeting between buyer and sales representative
- other -- please explain _____

EMPLOYER

Employer's Evaluation of Student Intern: Please return by fax or email. See info on instructor.

PSS 3413 Floristry Internship Evaluation

Student's Name _____

Date

Employment Supervisor

Person Evaluating Student if Different from Supervisor

Directions: In the last weeks of the internship, please evaluate the student's performance.

Make your appraisal based on the entire employment period rather than isolated instances. Rate the intern by placing the score of 1 - 4 or Not Applicable (NA) on the line to the left of each trait.

Use extra space below to record comments or further explanations of your evaluation.

4 = Excellent 3 = Above Average 2 = Average 1 = Below Average NA = Not Applicable

Attributes Customer Service

- _____ Attendance
- _____ Waits on customers promptly
- _____ Assertiveness
- _____ Determines customer needs
- _____ Cooperation
- _____ Solves customers' problems
- _____ Decision-making
- _____ Uses suggestive selling techniques
- _____ Enthusiasm
- _____ Uses add-on sales techniques
- _____ Flexibility
- _____ Professional manner
- _____ Initiative
- _____ Knows products
- _____ Leadership

- _____ Sells products well
- _____ Maturity
- _____ Makes an effort to educate the consumer
- _____ Problem-solving
- _____ Punctuality
- _____ Reliability
- _____ Tactfulness
- _____ Dependability
- _____ Other _____

Quality of Work

- _____ Learns new tasks quickly
- _____ Adapts well to change
- _____ Carries out tasks on time
- _____ Follows through on job assignments
- _____ Pays attention to detail
- _____ Consistent in quality of work

Attitude

- _____ Consistent in quantity of work
- _____ Ability to accept criticism
- _____ Learns and uses established procedures
- _____ Adherence to company policy
- _____ Able to handle additional tasks
- _____ Willingness to accomplish assigned tasks
- _____ Able to function under pressure
- _____ Other _____

Appearance/Manner Interpersonal Skills

- _____ Adherence to company dress code
- _____ Confidence
- _____ Courtesy to employees and customers
- _____ Relationship with supervisors
- _____ Relationship with co-workers
- _____ Relationship with customers
- _____ Other _____

Describe the intern's major strengths

Describe areas where intern could improve

: _____

Upon graduation, would you hire this person in a permanent position if an opening existed?

_____ Yes _____ No

Have you discussed with the intern his/her strengths and weaknesses?

_____ Yes _____ No

The overall performance rating of the student intern is:

Excellent Above Average Average Below Average

This document is confidential, but you are encouraged to share your intern's strengths and weaknesses with them.

Please return this document to student's internship coordinator:

Mrs. Lynette McDougald
The University Florist
PO Box 9555
Mississippi State, MS 39762

Or send by:

Fax: 662-325-8742

Email: lmcdougald@pss.msstate.edu

Phone: 662-325-2311