



University of
Pittsburgh

Center for Latin American Studies
University Center for International Studies



CLAS/PHDC Internship-- Business Analyst Intern

Mission

The Pittsburgh Hispanic Development Corporation (PHDC) is a community development corporation with no geographic boundaries, focusing on racial equity in the Pittsburgh metropolitan area. We are dedicated to improving the lives of Hispanics in the region, increasing the Hispanic population, supporting existing and new Hispanic businesses, and increasing Hispanic investment in the region. PHDC is a community development corporation (501 C3) dedicated to providing economic growth for Hispanics in the Pittsburgh region and attracting Hispanic to develop and support the community in the area.

PHDC is working in conjunction with the Center for Latin American Studies (CLAS), University Center for Int'l Studies at the University of Pittsburgh to offer a 3-credit internship for undergraduate students enrolled in the Center for Latin American Studies Certificate. The purpose of this internship is to expose a CLAS certificate student(s) to an organization that works in with the LatinX community in Pittsburgh and surrounding area, where they can use the skills and language acquired from their studies at the University of Pittsburgh.

***Note:** PHDC is flexible with these internships to be remote if necessary. At PHDC, we follow the recommendations from the CDC, the PA Health Dept. as an effort to don't spread the COVID-19 and to flatten the curve. We have placed signs, sanitation is frequent, we maintain social distancing and we ask those inside our building to use a mask. Currently, PHDC facilities are open and staff is having regular working hours. Such safety conditions may change, PHDC is ready to work remotely.*

Student Internship

The student selected will work closely with the Staff at PHDC as the Business Analyst Intern

These will include, but not be limited to:

- Assist as required with activities of the Business Incubator program of the PHDC
- Develop and coordinate **social media/ online** entrepreneurs in educational workshops (Facebook live, Zoom meetings, etc.)
- Assist in conducting SWOT analysis;
- Assist to create a business plan;
- Assist in creating marketing plans;
- Assist in conducting industry research,

- Elaborate competitor's analysis matrix;
- Assisting in company budgeting and forecasting;
- Assisting with and coordinating entrepreneurship education workshops, especially those related to Latino business start-ups, and day-to-day tasks, such as setting up meetings, recording information and meeting notes.

Specific Internship Outcomes

Upon completion of this internship, the Intern will:

- Acquire and understanding of how non-profits work.
- Acquire experience and skills on how to create business plans.
- Acquire experience and skills necessary to effectively develop and execute marketing plan, learn the use of matrixes.
- Acquire experience and skills necessary by helping develop budgets, marketing strategies and forecasting for new business in the region.
- Acquire experience and skills in event and project planning, coordination and management for local non-profit organization that works with new businesses in the region.

Required & Desired Skills

This internship is for a upper class women/men (sophomores and junior going into the following year) during the Academic Term, she/he will be in good academic standing (3.0 Minimum GPA) and be available for the entirety of the internship period. Must be proficient in communication, organizational, and analytical skills. The ability to speak and write in Spanish on at least an intermediate level is required. Must have experience in Microsoft Office Suite software programs, Google Docs, Google Suite, and the use of social media. Must have knowledge of economic development and/or business management, including budgeting, would be helpful although not required. She/he will be able to multitask in a fast-paced, team environment under direct supervision but also thrive as a self-starter.

Consideration for selection will be given to:

- Academic accomplishment,
- Progress toward completion of the CLAS certificate,
- Strength of the statement of intent,
- Spanish speaking fluency

Schedule & Structure

Keep in mind that this is a non-compensation internship.

Requirements:

- Students will be required to meet with the CLAS Staff during the duration of the internship which is 120 hours in total. The meetings will take place three times during the duration of the internship (40 hours, 80 hours, and at the end of the 120 hours). While doing the internship the student will work on:

Portfolio—Students create a portfolio to keep samples of written work, photographs, videos, reports, interview transcripts, summaries, certificates of training, reference letters and other documentation of the internship experience and their contribution to the work of the organization at which they were interns.

The portfolio is to illustrate what the student has learned and how his/her skills or knowledge base has expanded through the internship. This will be very valuable when it is time to write the topical paper.

Topical Paper—A paper to be written at the end of the internship is to integrate the internship experience with one or more topics related to specific courses or other academic interests. Researched references should be cited to support conclusions drawn. The paper is to indicate how the student has integrated the experience with his or her academic knowledge base as well as to identify areas or questions for further exploration. The topics should be selected by the student and faculty sponsor as part of the academic component and listed on the Learning Agreement. Credit won't be assigned until the paper is approved by the CLAS Academic Advisor.

- PHDC and The Center for Latin American Studies reserves the right to use images for promotional purposes of photographs taken during the mission trip.

Application Instructions and deadlines:

Qualified applicants will submit:

To upload documents, visit: <https://www.ucis.pitt.edu/clas/clasinternship>

(Items 1--3 need to be uploaded online. Item number four needs to be emailed to lavst12@pitt.edu.)

1. Letter of intent (a well-composed statement of academic intent addressing why you feel that you would be an appropriate participant in this opportunity)
2. Resume
3. An unofficial transcript (it can be obtained from People Soft)
4. Letter of reference from a professor or advisor (This needs to be emailed to lavst12@pitt.edu)

NOTE: The student or students selected will set up an appointment with the CLAS Academic Advisor to obtain the course number, and work on a plan of action for the schedule and structure of the internship with the CLAS Academic Advisor and Asst. Director for Partnerships and Programming.

If you have any questions, please email Luz Amanda Hank, *Asst. Director for Partnerships and Programming* at lavst12@pitt.edu

Deadlines to remember:

The deadline for submission of all application materials is

Tuesday, November 6, 2020

For more information about the two organizations, visit:

Center for Latin American Studies (CLAS), University Center for International Studies at University of Pittsburgh: www.ucis.pitt.edu/clas

Pittsburgh Hispanic Development Corporation (PHDC) www.phdcincubator.org