

Internship Report Guideline

Introduction:

Students taking BUS292 Business Internship course will be receiving 3 academic credits from the university and are required to submit a final report upon the completion of their internship. The academic internship final report is meant to provide the BA in Business program with a demonstration of the intern's ability to conceptualize and integrate what he/she has learned in the program and at the internship site. The report provides both the university and the employers with documentation to justify the benefits of the internship program. Although internship tasks may vary it is necessary to show that a student's experience is worthy of academic credit.

Internship Report Structure:

The internship report should necessarily have an analytical component. This may be in the form of situation analysis, benchmarking with competitors, analysis of market trends, etc. followed by recommendations that are evidence-based and relevant. Interns should seek guidance from Academic Supervisor and Host Company Supervisor for choosing the central topic for the report.

Generalized study report will not be accepted.

Report Format:

The following format guideline outlines the specific requirements of the internship report in terms of the overall structure and necessary

sections. All the BAB students currently doing their internships are directed to strictly follow the internship report format:

- Number of pages-10-12 (may vary per research topic)
- Font format-Times New Roman
- Font size-12
- Line spacing-1.5

The interns should be able to format their report in the style most appropriate for their studies. However, a typical internship report should comprise the following sections:

- 1. Introduction**
- 2. Description of main duties**
- 3. Analysis**
- 4. Conclusions & Recommendations**

Introduction should include:

- Title Page
- Table of Contents
- Executive Summary

Title Page:

Please follow the format presented on the page.

Table of Contents:

All sections and subsections should be listed.

Executive Summary:

It is the most important part of the intern's report. This part summarizes the body of the report, outlining its scope, key points of the analytical part, highlighting the key conclusions and recommendations. The executive summary has to be self-contained and must state all the major points of the study. The interns are not required to discuss in detail how they derived the conclusions and recommendations: this is part of the main body of the text. Executive summary should not exceed one page in length.

Description of main duties should focus on the following:

- Types of recurring tasks completed during the internship
- Occasional assignments completed, and what the outcome was
- Work interactions with company employees, communication mode, frequency
- Describe what were the main findings for you, from viewpoint of the practical learning experience

Please use headings and bullet points for this section to make it look professional. Please refrain from making conclusions and analysis in this part: this is a descriptive section only.

Analysis should focus on the following:

- Company level analysis: based on your experience during the internship, were there any internal processes that you would consider exceptionally efficient? Were there any processes that were not so efficient? Why?

- Market level analysis: how do you assess the company's competitive position in the market? This should be relevant to your duties (if applicable), not a general analysis that an outsider could do based on available secondary data.

It is paramount that you use professional vocabulary and concepts while writing this section. Your text should be distinct from text composed by a person not engaged in academic education in business-related fields.

Conclusions & Recommendations:

This is an important part of expanding the statement that you should have included in the Executive Summary section of the Introduction part. Conclusion should be a summarizing paragraph on what you presented in your Analysis, and Recommendations should be targeting positive change. Recommendations will not necessarily be implemented by the Host Company, but well-grounded professional recommendations will be a necessary proof that your learning experience has gone in the right direction.

Be concise, use a professional writing style. Seek your Academic Supervisor's help especially for a to-the-point composition of recommendations.

Internship Grading:

All interns are graded by the completion of their internship. Upon the completion of the internship final report, the academic supervisor is liable for recommending the final grade. The final grade (100%)

should be assigned based on the quality of the report, student performance review, and timeliness of all required processes and materials. 15% of the final grade is given to the company evaluation and 85% for the internship report.

To fulfill the academic requirements of the internship program, interns are required to submit the internship report following the specifications outlined in this guide.