



Internship Report Guideline

Department of Marketing

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Internship is an essential component for the students to complete the requirements for the bachelor's degree. It is expected that the students will work directly in business organisations where they will get the opportunity to apply their theoretical knowledge in the practical work environment to gain experience and to acquire hands on skills. At the end of the internship period each student is required to submit a report to the Department reflecting on the key aspects of the internship. Here we have developed a guideline in terms of what an internship report should contain. It is important here to mention that this is a suggested guideline from a broader viewpoint and can be tailored according to the nature of the work and the supervisor's advice.

The following sections outline the proposed guideline for the internship report:

1. Preliminary Pages

This section usually contains the following parts/pages:

- Title Page
- Declaration page
- Letter of Transmittal
- Executive Summary
- Table of Contents
- List of Tables
- List of Figures

The details of each part are presented below:

Title Page

The Title of the report should be on the top portion of the page to be followed by 'By' and the detail of the student id (Exam/Registration/Session/Batch). This should be followed by 'An internship report submitted in partial fulfilment of the requirements for the degree of Bachelor of Business Administration', the name of the Department, Faculty and the



University. At the bottom of the page, the date should be mentioned, first month, then day, and finally year (for example, February 4, 2021).

Declaration Page

It is very important that the student understand undoubtedly, when they write on this page that the internship work is absolutely her/his. They must be aware that it is not allowed ***to copy and paste from any journal or proceedings, or working papers, or websites or from any other sources, without proper citation, the work of others, which is termed as “Plagiarism”.***

Any student is caught in such academic misconduct or plagiarism **SHALL** get an ‘F’ grade, in which case, s/he has to recreate the whole report. Students, therefore, must put references/sources of information whenever they cite any numerical figure (for example, GDP growth rate), existing information, or any past study findings/results.

Letter of Transmittal

The ‘Letter of Transmittal’ in an internship report is a formal letter to the Supervisor informing him or her of the completion of the report.

Table of Contents

All sections and sub-sections should be listed. In the Table of Contents, the preliminary pages should be stated first with page numbers to be in Roman letters [i., ii., iii., etc.]. This is followed by the main text where the page numbers are to be given as 1, 2, 3, etc.

List of Tables

The list of tables should present all the tables chronologically with their corresponding page numbers and table headings. The tables should be numbered as 1.1, 1.2, 2.1, 2.2, etc., as presented in each chapter. No Table no. should be presented without putting any reference of it in the main text.

List of Figures

The list of figures should present all the figures chronologically with their corresponding page numbers and figure headings. The figures should be numbered as 1.1, 1.2, 2.1, 2.2, etc. No Figure number should be presented without putting any reference of it in the main text.



Executive Summary

It is one of the most important parts of the intern's report. It is the snapshot of the whole report. The executive summary has to be self-contained and must state all the major points of the study. It summarizes the whole report in such a way that supervisor/examiners/readers can quickly become acquainted with a large body of the report without having to read it all. While the length of an executive summary varies, for an internship report, Executive summary should not exceed one page in length (maximum 400 words).

2. Chapter One: Introduction (1,000-1,500 words)

A well-crafted introduction is highly expected which can grab the attention of supervisor/examiners/readers. Introduction has multiple purposes. A good introduction provides compact groundwork and encourages readers to look further into the report. Following are some key points a good introduction should cover:

Origin of the Report/Background of the Study

Objectives of the Report

Scope of the Report

Limitations of the Report

3. Background of the Organisation(1,500-2,000 words)

It is essential that the context gives the readers a clear understanding of the nature of the workplace (internship providing organisation). Hence, the report must provide relevant adequate information of the organisation. This shall include (but not limited to): a profile of the organisation with relevant details (e.g. nature of the organisation, a brief history/trajectory, ownership of the organisation, vision and mission statement, a brief overview of its departments); the products the organisation offers and its customer base etc. Furthermore, the report should provide an adequate understanding of how the business/organisation positions itself within the industry. Moving forward from general to more specific information, the report should clearly introduce the particular department where the intern has worked with relevant details. It is highly encouraged to avoid unnecessary details within this section and throughout the report.



4. Position and Responsibilities (of the intern) in the Internship (1,000-1,500 words)

A detail description of the position and the responsibilities of the intern will provide a clearer overview of the internship and allow the intern (and the readers as well) to effectively highlight on the accomplishment of the roles. In particular, the section should cover the following aspects with relevant details: the nature of position of the intern and associated roles/responsibilities with that position; working hours (with division of timetable if worked in multiple roles); an overview of the team (with whom the intern has worked) including the supervisor's roles related to the intern; the nature of reporting (e.g. what to report, whom to report, how to report etc.); the use of specific tools if any (e.g. software); nature of incentives provided (e.g. whether paid internship) etc. We assume that as the marketing student it will be quite common for the interns to work with marketing related aspects (which is expected too). In that case, the report should clearly highlight on those aspects with relevant details of the roles and responsibilities performed. The intern may include some of her/his work samples (e.g. graph, chart, spread sheet etc.) with due permission from the organisation. The use of appropriate terminologies is highly expected in this section and throughout the report.

5. Internship Experience Reflections on Learning & Growth (3,000-3,500 words)

In order to leverage internship experience to move forward in career, it is important to be able to write about internship experience in a professional way. It is advised to describe the specific things students learned and the skills they cultivated. Relate these skills back to their educational experiences and detail specific experiences within the organization that contributed to their development. Writing this section, student can describe what they did during the internship, including skills and equipment used to manage their work tasks. Students will look back at their job offer and job description to find keywords that describe their internship experience. This section also highlights skills that they developed, and equipment and software that they used because future prospective employers might read their resume to see what accomplishments they achieved during the internship, and if students work had an impact on their employer's efficiency and/or bottom line. The answers of following questions would be helpful to brainstorm and to stimulate student's thinking and learning about the internship work experience.

- ✓ Did you achieve the desires and expectations you had, going into your internship, for personal and professional growth? How or how not?



- ✓ What do you think was your most significant accomplishment while you were working?
- ✓ What have you learned about your character and work ethics within a professional work environment? What do you need to improve upon?
- ✓ What have you learned about yourself as a leader and as a “team player”?
- ✓ Are there any new skills that you developed while you were at the worksite and what are they?
- ✓ What would you expect from an ideal work supervisor in future based on your internship experience?
- ✓ How has your internship experience shaped your career interests and goals?

In conclusion, be specific while preparing your learning from internship and following key points may be used to write your experience:

- ✓ **Describe actions and activities.** Give details about the actions you took to achieve your objectives. Introduce where you participated in your internship, the daily activities you completed and try to avoid giving your opinions too much unless you have facts that support your perspectives. While the earlier section gives an overview of the roles and responsibilities of the intern, this section discusses the actual roles performed by the intern.
- ✓ **Describe key learning.** Give details about the skills that you have learned during the internship. Try to relate these skills with your theoretical knowledge and what the relevance of your experience to your academic programme or professional development.
- ✓ **Describe how internship learning add value.** Conclude your reflection with an explanation of how your internship experience will contribute to and support your overall academic achievement or professional growth in future.

6. Conclusion (1,000-1,500 words)

Suggestion/Recommendation/Implications

Suggestion is the writer's consideration or recommendation for those who make use of the internship result. Besides, suggestion can be the guideline for the follow-up actions of the findings or discussion. In this section you are required to suggest solutions for all the



problems or discrepancies (you have pointed out in critical analysis) found in the organization.

Conclusion

Conclusion is a clear and brief description of the result found during the internship programme. Remember that the internship providing organisation, professors and future hiring managers could read your internship report, so keep it instructive and professional.

The Final Part of The Internship Report

Bibliography/ References

Bibliography is the list of books, journal articles and other materials used as references in making the internship report. The materials mentioned here are only those stated/cited in the report. To make the report authentic and accurate students need to cite the sources within the body of the report (in-text citation) and to provide a full list of cited sources at the end of the report as a reference list. **American Psychological Association (APA) referencing** style is preferred in preparing internship report in the Marketing Department, Jahangirnagar University. Students are advised to see the latest APA guidelines (currently APA 7th) available online for all the sources and formats. Some examples of in-text citation and referencing formats are given below (please refer to APA guidelines for other sources and details):

Category	In-text citation	Reference list
Journal article	Short (2009) argues that Or ... is critical (Short, 2009)	Short, J. (2009). The art of writing a review article. <i>Journal of Management</i> , 35(6), 1312-1317.
	Chase and Murtha (2019) Or (Chase & Murtha, 2019)	Chase, K. S., & Murtha, B. (2019). Selling to Barricaded Buyers. <i>Journal of Marketing</i> , 83(6), 2-20.
Book	Bryman (2012) or (Bryman, 2012)	Bryman, A. (2012). <i>Social research methods</i> (4th ed.). Oxford University Press.
	Whittingham and Coyne (2019) Or (Whittingham & Coyne, 2019)	Whittingham, K., & Coyne, W. (2019). <i>Acceptance and commitment therapy: The clinician's guide for supporting parents</i> . Academic Press.



Report	Fletcher Building Limited (2019) Or (Fletcher Building Limited, 2019)	Fletcher Building Limited. (2019). Annual <i>report 2019</i> . https://fletcherbuilding.com/assets/4-investor-centre/annual-reports/2019-annual-report.pdf
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Appendices

Appendices are documents regarded as important to be attached in the internship report. In other words, these documents are relevant to the topic being discussed or are evidences of problems or special features/strengths of the organisation. Hence, the report provides not only the description of the topic but also the facts/evidences (e.g. photos, charts etc.) supporting it.

Important Notes for the students

- i.** Complete all the required parts as mentioned in the format of internship report. Remember, each part is essential, therefore, DO NOT skip any part as every part is included in evaluation criteria.
- ii.** Words required for internship report (excluding work samples) are 9,000 – 11,000.
- iii.** Students are highly encouraged to strive for critical analysis within the report and to incorporate appropriate analytical tools learned during their academic tenure (e.g. SWOT analysis, Porters Five Forces) where applicable.
- iv.** There should be harmony among the ideas that you describe in the Analysis, Conclusions and Recommendations.
- v.** Make sure the report is well-organised and free from errors. Proofread carefully throughout the report to avoid grammatical errors, typos and formatting errors.
- vi.** Internship report should be submitted within the due date as mentioned in the ‘Semester Calendar’. Submissions made after due date shall not be considered.
- vii.** Students are required to submit their internship reports in hardbound form to the Internship Coordinator office or as per the direction of the authority.

We expect that the students will find this suggested guideline useful in preparing a standard internship report. Moreover, this will ensure a uniformity (at least to some extent) in terms of what the internship report in the Department of Marketing, JU should contain.