

GUIDELINE FOR INTERNSHIP AND REPORT

1. Introduction

The objective of the internship is to create opportunity for graduating students to acquire practical industry experience so that they can appreciate the link between the theoretical knowledge and the business practices. Therefore, graduating students are strongly advised to put the maximum of their effort and dedication for the practicum as it lays foundation for their carrier advancement.

2. Selecting organization

After registering for the course students are required to select an organization on which they would like to do their 'Internship' and report to the department. The following points shall be considered while selecting an organization:

- I. The organization shall be engaged in business or should be an organization where you can see management practices,
- II. The firm shall be accessible (not too far) for the student not to waste learning time while travelling
- III. The firm should be willing to accept the graduating student for the internship
- IV. The firm shall be willing to provide necessary information for the graduating students to prepare their report
- V. The organization shall evaluate the performance of the student and report to the department using the provided evaluation format

3. Discipline

All students shall observe the following and discipline themselves while doing their internship work:

- I. Be punctual and attend all the schedules given by their respective internship supervisor / coach
- II. Always show positive attitude towards their assignment / task
- III. Shall follow work instructions
- IV. Obey company codes of conducts
- V. Be professional and well groomed
- VI. Show high level of responsibility

VII. Show courtesy and effective communication skills

4. Evaluation

The evaluation for internship consists of two parts:

4.1 Evaluation by internship supervisor/ coach of the organization

The supervisor/coach assigned by the organization on which students are doing their internship shall evaluate the students on the following basis and report to the department.

- Attendance and punctuality
- Ability to accept responsibility
- Readiness to learn
- Quality of work
- Communication skill
- Professional courtesy
- Problem solving skill

4.2 Evaluation by department

Evaluation by the department shall be done based on the internship report presentation.

5. Structure of the internship report

Students should note that the internship report they are preparing shall consist the Project report format in the form of case study which will be input to their upcoming senior essay if identified real problem to be investigated. Therefore, they have to give their report with utmost attention and shall take into consideration the main senior essay/research process while doing their internship and writing their internship report.

Each student is expected to prepare and submit a project report on the practical application of any management concept (example, change management, leadership, marketing, operations, human resource, procurement, project management, strategy) in a selected organization. The internship shall address practical management problems encountered by an organization of their choice. The report should fulfil the following requirements:

- Page 10- 15 pages 12 font size 1.5 line spacing, and having the followings major sections:

- Topic: Assessment of _____ practice in the case of _____
 - Ex. **Training and development** practice in the case of **Commercial Bank of Ethiopia**
 - Ex. **Advertising** activities in the case of Coca Cola Company
- **Acknowledgement** (in 1 or 2 paragraphs give appreciation for those who helped you in the internship)

1. Introduction

1.1. Background of the Organization (2-3 pages)

- Write brief introduction in paragraph format about the Company profile (name, logo, vision, mission, location, product/ service, Structure, etc)

1.2. Statement of the problem (1-2 pages)

- ### **1.3.**
- Describe in detail the any management related (e.g., change management, leadership, marketing, operations, human resource, procurement, project management, strategy) problem encountered by the organization as being observed by the student (example if you are working on assessment of human resource management practice discuss in detail the type of challenges faced by the organization without indicating the solution). Try to relate the practical problem with what is suggested by the theory.

1.4. Study objectives

- Including learning the practical business environment, identifying the problems, assessing the relationship theory and practice, suggesting viable solutions etc.

1.5. Scope of the study

- Brief description of which management specific aspect is covered in which particular organization (unit)
- Brief description of the internship assignment
- Describe in which specific unit of the organization you were doing your internship (example if you were assigned as training and development unit your case study scope will be the training and development aspects).

1.6. Research Methodology (1 -2 pages including)

- **Type of the Study:** case study on a specific organization covering in details specific management concept
- **Research design:** Descriptive research design which assesses and discusses the management practices or activities as observed by the intern and the research participants.
- **Research method:** both qualitative (which involves the students' observation, interview of managers, workers or customers) and quantitative (gathering data structured questionnaire)
- **Sampling:** Discuss sample size, sampling method/ techniques.
- **Data Collection instruments:** discuss how data is going to be collected, like observation, interview, survey
- **Data Collection procedure:** discuss how data will be collected using the data collection instruments
- **Data Analysis:** discuss what type of statistical tools will be applied to analyse data.

1.7. Data presentation, analysis and discussion

1.8. Summary, conclusion and recommendation

7. Presentation

The entire presentation should be as professional as you can make it.

- Assume that you are giving your presentation to a group of senior company executives.
- Try to maintain eye contact with your audience; avoid looking back at the screen!
- It is acceptable to use note cards as a prompt, but it is not acceptable to read your entire presentation without explaining points.

8. Schedule: internship in management Course: Term Paper Reporting

Each student is expected to submit the final internship report, and make presentations as per the schedule which will be communicated by the department.