

Internship Report

Name of the Organization

(Which you have selected for this report)

(Bold, 16 font, Times New Roman style)

A REPORT SUBMITTED TO THE DEPARTMENT OF MANAGEMENT SCIENCES,
VIRTUAL UNIVERSITY OF PAKISTAN IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTERS IN BUSINESS ADMINISTRATION

(Bold, 12 font, Times New Roman style)

Submitted By

<<Student ID>>

<<Student Name>>

<<Session>>

<<Submission Date>>

(Bold, 16 font, Times New Roman style)

Department of Management Sciences,

Virtual University of Pakistan



VIRTUAL UNIVERSITY OF PAKISTAN
FORMAT OF THE INTERNSHIP REPORT

Important Note: In this semester, students are not required to do internship in any organization due to prevailing situation in the country. Students are required to select any listed company from Pakistan Stock Exchange with annual reports published on the company's website to complete this report. Follow the below given format in your internship report.

1. Dedication (Optional)

If you want to dedicate your work to someone, you may write the dedication note under this section of your internship report.

2. Acknowledgement

In this section you should acknowledge the help and support of all the people who helped you in the completion of your internship report e.g. the library staff, instructor, family, or any other person.

5. Executive summary

An executive summary previews the main points of an in-depth report. It helps the reader to get a quick glance at the report before reading it in detail. It can be called as micro image of the report. Everything important that you have done, discovered and concluded should be mentioned but briefly and concisely.

6. Table of contents

List the important headings and sub headings in the report with their respective page numbers in tabular form.

7. Brief introduction of the organization's business sector

Note: Word limit: 300 words; maximum: 1 page

Describe overview of the complete sector in which the organization falls according to current scenario.

"Brief introduction of the business sector" refers to the main area which the organization deals in i.e. consumer consumable, consumer durable or services, e.g. Textile, Dairy or Telecom, etc. But you should discuss the main sector and NOT the organization under consideration. For example, if the organization (which you have selected is a Textile mill), then mention brief description of textile sector of Pakistan here. Do not include introduction of organization here as this will be done in the next section.

8. **Overview of the organization**

Note: Word limit: 1400-1600 words; maximum: 5 pages

- a. Brief history
- b. Organizational Hierarchy chart
- c. Business volume (Total number of stock, shares, bonds/ commodities, future contracts planned for a particular period, etc.)
- d. Product lines (List complete range of products/ services of the organization)
- e. Competitors
- f. Brief Introduction of all the departments
- g. Comments on the organizational structure (You would have to comment or give your opinion on the structure of the organization as a whole that whether the adopted structure and practices fulfill the requirements of the organization or not.)

Note:

In section 7 & 8, students are expected to collect information from organization's website, annual reports, brochures, etc. but it is necessary to mention the sources of information in APA format. Moreover, the description should be in your words.

9. **PEST Analysis**

You are required to identify and describe the political, economic, social and technological factors that could specifically impact the organization that you have selected. **Political** factors include government policies, political stability or instability or any other governmental level initiatives that can be beneficial or detrimental to the organization's performance. **Economic** factors include all the economic trends, industry growth, and seasonal factors that can influence the organization success. **Social** factors cover social attitudes and trends that can impact the organization and its customers. **Technological** factors include the impact of emerging technology and technological advancements that are taking place in the organization's industry on its operations.

10. **SWOT Analysis**

Clearly describe all the strengths, weaknesses, opportunities and threats. Remember that strengths and weaknesses are internal to the organization and represent its culture while opportunities and threats correspond to the environment outside the organization. **Strengths** are those qualities which distinguish or give an edge to the organization over other organizations. **Weaknesses** are the attributes of an organization that are harmful in achieving the objectives of the organization. **Opportunities** are external factors that are helpful in achieving the objectives of the organization. **Threats** are the external factors which could damage the performance of the organization.

11. **Organizational Analysis**

Note: Word limit: 1400-1500 words; maximum 4 pages

- Finance Department
 - _ Allocation of funds
 - _ Sources of funds
- Management Department
 - _ Centralization/Decentralization
 - _ Work specialization
- Human Resource Department
 - _ Employees' recruitment and selection
 - _ Training and Development

Note:

Sections 9, 10 and 11 are the most important parts of internship report and should be given extreme significance. PEST analysis should be conducted by keeping in view the political, economic, social and technological factors that are specific to the selected organization. This analysis should not be based on general factors that come under each of its component. You are required to provide in-depth analysis of strengths, weaknesses, threats and opportunities of the selected organization by gathering information from company's website and its annual reports. Organizational analysis must be conducted by keeping in view the finance, management and human resource departments. Remember that each of the above mentioned sections should be explained using authentic information from reliable sources and fully supported by sound logical reasoning.

12. **Conclusion**

Note: Word limit: 200-300 words; maximum: 1 page

In this section, you are required to describe the organization according to your evaluation/assessment in the light of your PEST, SWOT and Organizational analysis.

13. **Recommendations for Improvement**

Note: Word limit: 200-300 words; maximum: 1 page

In this section, you are required to suggest solutions for all the problems or discrepancies (you have pointed out on the basis of your PEST, SWOT and Organizational analysis) of the organization.

Sections 9-12 are **NOT** expected to be copied from anywhere, the student must provide information in these sections in his/her own words based on information gathered from authentic sources. Cheating or copying in these sections is **NOT** acceptable and hence the entire internship report can be completely rejected as per **ZERO TOLERANCE POLICY** of the university. The university may also take a legal action according to plagiarism policy as defined by HEC (Higher Education Commission).

14. Reference & Sources used

In this section, provide all the references and sources in APA format that you have used for data collection in your internship Report. The APA Format document is available in the **DOWNLOADS** section of this course on VULMS. Read that document and follow it for writing and presenting references of your report.

15. Annexes

You must provide scanned copies of all the financial statements used for financial analysis. However, if you have downloaded the financial statements from organization's website then URL or web link should be provided in APA format. In this case, scanned copies will **NOT** be required.

Without providing the scanned copies or URL of the organization's website, your work will **NOT** be accepted /evaluated.

Note:

Scanned copies should be provided in the following format:

Resolution: 200 dpi

File type: JPEG

Size: 300-400 kb

Instructions:

- Complete all the required parts as mentioned in the format of Internship Report. Remember, each part is essential, therefore, **DO NOT** skip any part.
- There should be harmony among the ideas that you describe in the PEST, SWOT and Organizational Analysis, Conclusions and Recommendations.
- Internship Report should be submitted within the due date as mentioned in the 'Course Calendar'. Submissions made after due date shall not be considered.
- Students are required to upload their Internship Reports on VULMS of the course against the relevant assignment. Internship Reports submitted via e-mail will not be accepted.