

# 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**  
Masters of Business Economics

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**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. Regression Analysis

A document "Essentials for Regression Analysis" is available in the "DOWNLOADS" section on VULMS of this course's website. You have to follow that

document while doing regression analysis. **You are required to provide the regression analysis of most recent five years.** Regression analysis based on the financial/economic data older than recent five years will **NOT** be accepted.

**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. Regression analysis must contain regression output table, complete definition of selected variables and supportive working as well as interpretation of each regression results.

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 Regression 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 Regression 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 Regression 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.

**Non Availability of Financial Statements for Regression Analysis**

All those students who are facing difficulty in conducting regression analysis due to non-availability of the organization's financial statements are required to discuss this issue with their Course Instructor via email at: Etoi619@vu.edu.pk. They will be given guidance about how to resolve this issue as regression analysis is a very important part of internship report and skipping this part will NOT be accepted at all.