

VIRTUAL UNIVERSITY OF PAKISTAN  
**FORMAT OF THE INTERNSHIP REPORT**  
**Bachelors in Business Administration (Management)**

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**1. Title page**

- a. The title page of the report will include:
- b. The name of the organization
- c. The name of the internee, Student ID and session
- d. The date of the final report
- e. Name of the university
- f. VU logo

**2. Letter of Undertaking**

You are required to fill in the Letter of Undertaking provided in the 'Download' section of the course VULMS and attach here the scanned copy after signing it.

**3. Scanned copy of the internship certificate (provided by the organization)**

Attach the scanned copy of your (original) Internship Completion certificate provided by the organization.

**4. Dedication (Optional)**

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

**5. Acknowledgement**

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

**6. Executive summary (250 to 300 words)**

An Executive Summary previews the main points of an in-depth report. The executive summary contains enough information for a reader to get familiarize with what is discussed in the whole report without having to read it in full. 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.

**7. Table of contents**

List the important headings and sub-headings in the report with page numbers. Also make a separate list of tables and figures in the table of contents if you have used any.

**8. Overview of the organization (400 to 600 words)**

- a. Brief introduction of organization in your own words
- b. Head office address
- c. Product lines (A complete range of products, services and solutions of the organization)
- d. Competitors

**9. Organizational structure (300 to 400 words)**

- a. Organizational Hierarchy chart
- b. Comments on the organizational structure

**10. Internship Activity Plan (300 to 400 words)**

- a. A brief introduction of the branch where you did your internship
- b. Number of employees working in the branch
- c. Starting and ending dates of your internship
- d. Names of the departments in which you got training and the duration of your training

**11. Training program (600 to 800 words)**

- a. Detail description of the tasks assigned to you OR Detail description of the project assigned

**12. Analysis of Management Functions of the organization (800 to 1000 words)**

- a. Planning
  - Organizations planning strategies
  - Decision making process
- b. Organizing
  - Organizational design
    - ✓ Departmentalization
    - ✓ Span of control
    - ✓ Chain of command (Organizational Hierarchy chart)
    - ✓ Centralization/Decentralization
    - ✓ Formalization
    - ✓ Work specialization
  - Managing change and innovation
  - Managing IT and communication
- c. Leading
  - Leadership style(s)
  - Power and politics
  - Motivation
- d. Controlling
  - Controlling approach
  - Controlling standards
  - Controlling of operations
  - Controlling of performance
  - Controlling of information/knowledge

**14. Critical analysis** with respect to the particular branch/office as well as the whole organization **(500 to 550 words)**

Relate the theoretical concepts of 'Management' with your practical experience during your internship with the organization. Execute an overall analysis of the organization and its future prospects.

**15. SWOT analysis of whole organization in the business sector (600 to 800 words)**

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.

**16. Conclusion (100 to 200 words)**

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

**17. Recommendations (100 to 200 words)**

In this section, you are required to suggest solutions for all the problems or discrepancies (you have pointed out in critical and SWOT analyses) found in the organization.

**18. 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.

**19. Annexes**

At the end of your report, attach all of the supportive material you have used for the preparation of your report like brochures, forms, newsletters, interviews, questionnaires, etc.

**NOTE**

- i. Complete all the required parts as mentioned in the format of Internship Report. Remember, each part has been allocated some specific marks. Therefore, if you skip any part, you will lose marks allocated to that part.
- ii. Students should prepare the internship report according to their specialization under BBA program i.e. 'Management'. Minimum words required for internship report are 4,000 to 5,500 words.
- iii. Internship Report should be submitted within the due date as mentioned in the 'Semester Calendar'. The due date will not be extended in any case.
- iv. Students are required to upload their Internship Reports on VULMS of the course against the relevant Assignment [link](#). Internship Reports submitted via e-mail will Not be accepted. Students can upload their Internship Reports only once that will be considered as their final submission and will not be replaced in any case.