INTERNSHIP MANUAL

The purpose of this manual is to guide undergraduate and postgraduate students in the Department of Business Administration at University of Asia Pacific (UAP) in writing up their internship report. It will also be used as a standard with which students will comply in preparing their reports. Thus both students and faculty members acting as supervisors/co-supervisors are advised/expected to be familiar with the guidelines as mentioned in the manual.

The manual comprises:

A. Formatting of the report

B. Preliminary Pages

C. Main Text

D. References and Appendices

The details of each section are presented below:

A. Formatting of the Report

The formatting of the report in the main text should be as follows:

Font size: 12
Font type: Times New Roman.
Line spacing: Double.
Paragraph: To be indented after the first paragraph;
Page margin: Left -1.25 in.; Right, Top and Bottom - 1 in. each.
Page number: To be at the bottom-mid (or at the top-right) of the page, (1, 2,..).
Total length of the report: Maximum 40 pages, with the main body of the report not exceeding 30 pages.

B. Preliminary Pages

There are a number of segments in this section; these are:

(i) Title Page
(ii) Approval Page
(iii) Declaration page
(iv)Letter of Transmittal
(v) Acknowledgements
(vi)Executive Summary
(vii) Table of Contents
(viii)List of Tables
(ix)List of Figures
(x) Acronyms

The details of each section are presented below:

Title Page: The Title of the report should be in the top portion of the page to be followed by 'By' and the name of the student. This should be followed by 'An internship report….for the degree of …. Business Administration', the name of the department and the university. At the bottom, the date should be mentioned, first, month, then day, and finally year (for ex., September 4, 2010). Please see the format on the Title page on page no. 7.

Approval Page: While it is the primary duty of the student to strictly follow the guidelines of writing his/her internship report, the concerned faculty members acting as supervisor have the ethical and moral obligation to see that it is maintained as such. They are thus urged to not only give the students reminders of not committing what is termed as **'Plagiarism'** as stated in the next section, but also cross-check or verify by themselves the authenticity of the information as presented in the report.

Declaration Page: It is of paramount importance that students understand clearly, when they write on this page that the internship work is absolutely theirs. They must keep in mind 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 caught in such academic misconduct or plagiarism **SHALL** get an **'F'** grade, in which case, s/he has to redo the whole report. They, therefore, must put references/sources of information whenever they cite any numerical figure (for ex., GDP growth rate, or no. of public/private universities in the country, etc.), existing information, or any previous study findings. For citation or references, please go to the reference section.

Acknowledgements: Please see the acknowledgement section on page 10.

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. It contains the following items:

Salutation
Purpose of the letter
Objectives/methodology/findings of the report
Acknowledgement of any funding
Thanks

Please see the sample Letter of Transmittal in Appendix-1 on page no 13.

Executive Summary:

The executive summary is the snap shot of the whole report.

It should be treated as a 'stand-alone' section through which the supervisor/reader would get an idea about the overall work done during the internship period. While the length of an executive summary varies, for an internship report, it should not be more than 2 page-long.

The content of an executive summary is given on page 11.

Table of Contents:
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. See the Table of Contents section on page 12.

List of Tables:

The list of tables should present all the tables chronologically with their corresponding page numbers. The tables should be numbered as 1.1, 1.2, 2.1, 2.2, etc, as presented in each chapter.

In the main text, the guidelines for presenting the '**Tables'** are as follows:

- There should be a double spacing between the text and the placement of the heading of the Table. Under the Table heading, the title should be written. Both the table heading and the title should be at the center of the page. Below that, there should be a blank single spacing for the table to be presented. After the table, again, there should be a double spacing for the next paragraph to start.
- In putting any table, the column grid lines are to be omitted; only the row lines are to be kept.
- 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. The figures should be numbered as 1.1, 1.2, 2.1, 2.2, etc.

- As in the case of a Table, there should be a double spacing between the text and the placement of the Figure. Both the Figure number and the title should be at the center of the page, and written after a blank single spacing. After the figure, again, there should be a double spacing for the next paragraph to start.
- No Figure number should be presented without putting any reference of it in the main text.

Acronyms:

All the acronyms should be presented chronologically with their corresponding page numbers.
In the main text, while stating for the first time, no abbreviations are allowed. For example, if in a sentence the word UN or SAARC is mentioned, first time it has to be written as United Nations (UN) or South Asian Association for Regional Cooperation (SAARC). Subsequently, only the acronym or the abbreviated form UN or SAARC is to be stated.

C. Main Text:

The main body of the report should contain the following chapters/sections as a general rule. However, it is up to the concerned faculty member(s) acting as supervisor(s) to make some changes (to include or exclude) in the main text as they deem it fit. For example, 'Discussions' in the Chapter Three might be in the last chapter with the heading, like, 'Discussions and Conclusions', or, the 'Methodology' section could entirely be a separate section, as the case may be. Apart from this, the presentation of the tables and the figures should follow the guidelines as specified in the 'List of Tables' and 'List of Figures' sections.

Chapter One: Introduction

(i) Origin of the Report
(ii) <u>Background of the Study</u>
(iii) Objectives of the Report
(iv) Scope of the Report
(v) Limitations of the Report
(vi)Organization/Structure of the Report

Here, the section 'origin of the report' found in every report might be ignored since this information is to be written on the title page '…..An internship report submitted in partial fulfilment of the requirements for the degree of Bachelor of Business Administration'. This section thus seems to be an exercise in redundancy, and may be omitted.

<u>We therefore might start with the 'Background of the study'.</u>

Chapter Two: Overview of the Industry/Company

This section may also be called ‘Literature Review/Survey’.

In this section, for an industry overview, there should be one/two introductory paragraph(s). This may be followed by an analysis of the application of Michael Porter’s 5-forces industry framework that would shed light on the competitiveness of the industry. Here the analysis should illustrate the degree of the impact (high/medium/low) of the 5 forces and discuss elaborately why it be so.

As for the particular company/organization overview where the internship is carried out, it should comprise a number of issues, such as, the period of the operation of the business, its branches (if any), its competitors, its product portfolio, its sales/profits in the last few years with adequate analysis. It may present BCG matrix of a few products in the company’s portfolio arguing why those fall in a particular category of the matrix. It should present ratio analysis, where various ratios comprising the data of the particular organization must be compared with those of the industry average / leading company / its main competitor over a period. The section might be capped with the SWOT analysis presenting the four components in detail.

Chapter Three: Methodology, Findings and Discussions

In this section, the students must mention the sources of their information, primary and/or secondary. If any particular method/technique is applied to analyse the findings, it should be discussed in detail.

In this section, the student should highlight her/his roles/responsibilities in the particular department(s) s/he was attached with. S/he may present (with a diagram) as to how the work process is carried out in that (those) department (s).

In the ‘Findings’ section, it is expected that the student displays a mastery of his/her analytical ability to analyse the findings. It is, therefore, not enough only to state the result, rather, s/he is expected to come up with the arguments that can convince the readers (supervisor and/or examiner) of why it be so. For ex., if in any particular year, sales or profit goes up significantly compared to its previous or subsequent year(s), it should be adequately analysed by presenting probable reasons for being so.

IT IS IMPORTANT TO NOTE THAT IN THE INTERNSHIP EMPHASIS SHOULD BE GIVEN MORE ON THE AREA OF SPECIALIZATION (FINANCE/MARKETING/HRM/SCM) OF THE STUDENT. FOR EXAMPLE, IF A STUDENT DOES HER/HIS INTERNSHIP AS A FINANCE INTERN IN A BANK, S/HE MAY BE ADVISED TO CARRY OUT A REGRESSION ANALYSIS ON THE BANK’S PROFITABILITY; SIMILARLY, FOR A MARKETING OR AN HRM INTERN, IT WOULD BE ADVISABLE TO CONDUCT A STUDY REGARDING CUSTOMER OR EMPLOYEE SATISFACTION AS THE CASE MAY BE. THE SUPERVISOR SHOULD HAVE THE FREEDOM AND DISCRETION REGARDING THIS MATTER.

Chapter Four: Conclusions and Recommendations

In this section, the student is to present briefly the objectives, methodology, and findings of the study. Finally, s/he should offer some suggestions as to what the company and/or the department(s) where s/he has worked should do to improve its performance/efficiency.

D. References and Appendix

Students should follow APA style for referencing their works that should come in alphabetical order. It is their responsibility to be familiar with APA referencing. For this information, please Google: APA Referencing. Also, see the 'reference' section in the Sample write-up in Appendix-2.

Appendix

The appendix section may contain a number of items (as in the following) that should be stated as follows:

Appendix-1: Organogram of the department where internship was carried out
Appendix-2: Balance sheet and/or income statement required for calculation of financial ratios
Appendix-3: Pictures of various company products, etc.
Appendix-4: Study questionnaire

TITLE

By

YYYYYYYYZZZZZZZZ

An internship report submitted in partial fulfilment of the requirements for the degree of Bachelor/Masters of Business Administration

Department of Business Administration
University of Asia Pacific (UAP)

MM YYYY

APPROVAL PAGE

The internship report of XXXX has been approved by the following:

Supervisor

Co-supervisor (if any)

Examiner

Head of the Department

DECLARATION

I do hereby declare that this report is the result of my own research, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at University of Asia Pacific (UAP) or at any other institution.

YYYZZZ

Signature …………………………………… Date ……………………..

ACKNOWLEDGEMENTS

Supervisor
Co-supervisor (if any)
Examiner
Personnel/employees of the organization studied
Friends and Family

EXECUTIVE SUMMARY

As stated, the executive summary is the snap shot of the whole report.

The executive summary, therefore, must clarify the background, the objectives and the scope of the study; it should provide a brief overview of the competitiveness of the industry and the company chosen for the study; it should mention the methodology adopted for the study, the sources of data and information, and where applicable, the sample size and justification of the sample taken, sampling technique, and the method of data analysis; it should highlight the salient features of the findings; further, it should state the limitations of the study and recommend some probable ways of addressing those limitations and other constraints facing the particular organization where the internship is done.

TABLE OF CONTENTS (SAMPLE)

APPENDIX 1: SAMPLE LETTER OF TRANSMITTAL

September 12, 2010

YYY ZZZ (Supervisor's name),
Prof./Assoc/Asst. Prof.
Department of Business Administration (DBA)
University of Asia Pacific (UAP)
Dhanmondi, Dhaka 1209

Salutation: (Dear Prof./Dr./Mr./Ms. ZZZ:)

Purpose of the Letter: Here is the report entitled *Impact of Organizational Justice on Employee Satisfaction* that you asked me to prepare/conduct during my internship. (Or, As instructed by you, I am submitting this internship report entitled *Impact of Organizational Justice on Employee Satisfaction*.)

Objectives/Findings of the Report: This report discusses the importance of organizational justice and its various forms, and examines its impact on employee satisfaction in a pharmaceutical company. A questionnaire survey was conducted among the managers and executives of the said company for this purpose. The findings of the survey are presented through descriptive analysis and other statistical procedures. Also presented are a few recommendations for enhancing organizational performance and areas of future research works.

Acknowledgement of any funding: I would like to acknowledge the financial and technical assistance provided by the department/company in conducting the survey and in preparing the report.

Thanks: Finally, I would like to thank you for giving me this opportunity to familiarise myself with this concept of organizational justice and to develop my research skills that would be valuable in my future endeavours.

I hope you find this report adequate in meeting the requirements of a BBA/MBA internship.

Sincerely yours,

(Student's name)
Registration No.
DBA, UAP

APPENDIX 2: SAMPLE WRITE-UP

HEALTH SECTOR OF BANGLADESH

Since independence in 1971, Bangladesh did not have any coherent policy relating to its health sector until 2000, when the first National Health Policy came into being (Chowdhury and Osmani, 2010). Prior to this, a number of *Five Year Plans* were introduced to address the problems that plague this sector. In order to provide healthcare services to the people, all these plans would envisage actions taken toward public and private sector participation, where the emphasis is placed on primary, maternal and child health care as well as to the construction of community clinics for every 6000 people. Table 1.1 provides public health expenditure per capita during the last three decades (1981 – 2010).

Table 1.1
Public expenditure on health, on average (1981 – 2010)

Total expenditure on health	1981-1985	1986-1990	1991-1995	1996-2000	2001-2005	2006-2010
At constant prices (Taka[a]) per capita	62	67	107	137	155	212
At Dollar prices per capita	1.20	1.46	2.46	3.16	3.41	5.22
As a percentage of total budgetary expenditure	5.21	5.09	6.79	6.83	6.23	6.66

Source: Bangladesh Bureau of Statistics, Statistical Yearbook, various years; Ministry of Finance, Bangladesh Economic Review, various years (as cited in Chowdhury and Osmani, 2010)

As can be inferred from Table 1.1, per capita public expenditure over a period of three decade (1980 – 2010) has increased by almost three-and-a-half times, from a yearly average of Tk. 62 per person to Tk. 212 per person. In dollar terms, this shows an even higher annual increase, from $1.2 per person to $5.22 per person over the corresponding period. While the increase shows an upward trend, the absolute figure of expenditure seems quite paltry. This low absolute amount is as well reflected in the allocation of funds to public health sector as a percentage of total budgetary expenditure.

Against this situation, Bangladesh has, however, gained some progress in meeting targets of Millennium Development Goals (MDG) by 2015. There has been a significant decline in infant and child mortality resulting in an increase in life expectations of the people. Table 1.2 exhibits life expectancy at birth along area and gender divide.

Table 1.2
Life expectancy at birth in terms of gender and location (2001 – 2008)

Year	Life expectancy at birth			
	Urban	Rural	Male	Female
1991	65.0	55.8	55.7	56.5
2001	67.2	60.2	64.0	64.5
2002	67.6	64.4	64.5	65.4
2003	67.8	64.3	64.3	65.4
2004	67.9	64.3	64.4	65.8
2005	68.0	64.6	64.4	65.8
2006	68.1	66.0	65.4	67.8
2007	68.3	66.2	65.5	67.9
2008	----	----	65.6	68.0

Source: Bangladesh Bureau of Statistics, Statistical Yearbook, various years (as cited in Chowdhury and Osmani, 2010)

As can be seen from Table 1.2, over a period of the last two decades, there has been a significant convergence in rural-urban gap of the life expectancy of the people. From the gender perspective, a big leap in life expectancy is also visible. This rise in the life expectancy can be attributed to widely prevalent vaccination programs, usage of oral rehydration for diarrhoea as well as eradication of leprosy (da Cunha, 2007).

PHARMACEUTICALS INDUSTRY LANDSCAPE

This section will discuss the Bangladesh pharmaceuticals industry, the industry players, its distribution system and the challenges it is facing. The discussion will, however, begin with a brief overview of the global pharmaceutical industry.

The Global Pharmaceutical Industry

According to IMS Health (2010), the global pharmaceutical industry is expected to grow 4-6% on a constant-dollar basis, exceeding $825 billion. The forecast predicts a worldwide sales increase at a compound annual growth rate of 5.5% over the next three years, with its market value expected to rise from $929 billion in 2012 to more than $975 billion by 2013 (Piribo, 2008). Below is a brief discussion on the competitive nature of the pharmaceutical industry including both R&D based multinational corporations (MNCs) and the generic companies.

R&D Based MNCs

The core competencies of these firms lie in the following areas: patent extensions, cost reduction and mergers and acquisitions.

Patent Extensions: According to Correa (2007), in US, 15% of all new drug approvals throughout the 1990s were given for the medicines that showed significant improvements in their clinical tests. The rest, as estimated by The National Institute for Health Care Management, were done with some minor modifications for already available medicines.

Cost Reduction: In their efforts to trim down the R&D and manufacturing expenses, large MNCs employ higher economies of scale and more robust equipments resulting into increased volume and decreased cost per unit.

4.3 SAMPLING DESIGN PROCESS

The design of the sampling process for this study follows the five steps as put forward by Malhotra (2007). This is shown in the following Figure 4.1.

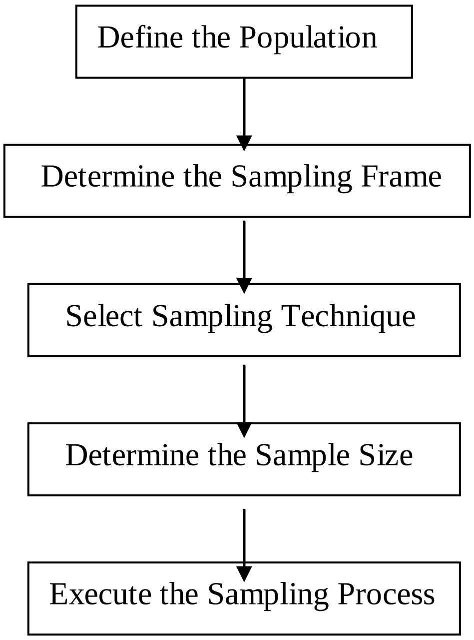

Figure 4.1: Sampling Design Process (Malhotra, 2007)

References

Chowdhury, O. H. & Osmani, S. R. (2010). Towards achieving the right to health: the case of Bangladesh. *The Bangladesh Development Studies*, XXXIII (1&2), 205-273.

Correa, C. (2007). Guidelines for the examination of Pharmaceutical Patents: Developing a Public Health Perspective. *WHO-ICTSD-UNCTAD Working Paper*, World Health Organization, Geneva, Switzerland.

da Cunha, U. P. (2007). Study on the viability of high quality drugs manufacturing in Bangladesh. *Federal Ministry of Economic Cooperation and Development*, Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH Dag-Hammarskjöld-Weg 1-5 65760 Eschborn

Hung, Y., Huang, S., Lin, Q., & Tsai, M. (2005). Critical factors in adopting a knowledge management system for the pharmaceuticals industry. *Industrial Management and Data Systems*, 105(2), 164-183.

IMS Health (2010). IMS forecasts global pharmaceutical market growth of 4-6% in 2010; predicts 4-7% expansion through 2013. accessed through http://www.imshealth.com/portal/site/imshealth/menuitem.html on May 24, 2010.

Malhotra, N. K. (2007). Marketing Research: An Applied Orientation. 5th ed., Upper Saddle River, NJ: Prentice-Hall.

Piribo (2008). Global pharmaceutical market will reach $929 billion in 2012. Accessed through http://www.piribo.com/publications/general_industry/pharmaceuticals/html on Tuesday, May 23, 2010.