

# Manual for BBA Internship



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## 1. Introduction

After completion of compulsory courses for BBA, the students may opt to undertake internship training program in an organization for a period of three months. The internship enables the students to understand, how the theoretical knowledge can be applied to the practical situations. The organization selected should be well established and preferably a financial institution or large size business firm. For HRM specialization non-profit organizations can also be selected.

After completion of the internship, the students are required to submit a draft copy of internship report to the Department. In case the report is not up to the prescribed standards and format, the students would be asked to improve it as per comments of the faculty member and resubmit. The students who submit approved copy of the internship report would be allowed to appear in viva voce examination.

### 1.1 Internship

Internship is a scheme of arrangements, requiring a student to work in an organization for a specific period of time after completing requisite number of degree courses. Internship has certain specific objectives such as to:

- ✓ Training in genuine understanding
- ✓ Apply management knowledge to practice
- ✓ Improve professional skills i.e. organizational analysis, financial analysis etc.
- ✓ Improve report writing skills,
- ✓ Help develop concrete plans, including long and short-term action plans, along with financial details.

### 1.2 Selection of an Organization for Internship

A student is advised to select an organization for internship pertaining to the field of specialization. A student can focus his/her study in the field on specialization such as finance, marketing, and general organization need to do an overall management/organizational review. An Internee should try to select an organization which will be emerging in future such as:

- a) Companies listed under stock exchange,
- b) Brokerage houses,
- c) Small entrepreneur organizations high tech organizations such as computer related hardware, software, training companies, NGOs, service industries such as hotels, local government institutions, private schools colleges, and professional institutions etc.

### 1.3 Working in an Organization as an Internee:

An internee will spend three months in an organization. The organization will provide support to a student free of cost. An Internee should acknowledge the fact that the staff of an organization helps a student as a courtesy besides doing their routine work. For an internee, it will be an exercise to know he/she can utilize this opportunity. In the best way this will be a test of an internee to get maximum support from the staff through his/her human relation skills.

It is better not to interface in the regular work of staff of the organization or to find faults with them. An internee is there to observe and not to offend society; He/she can get some background material such as reports pertaining to that organization by following the proper procedure of permission from the concerned persons. People in an organization generally get offended when an outsider tries to get hold of some documents without permission. An internee can sometimes help staff in their work but not as a regular feature. He/she must be very diplomatic in handling situation, if asked to work for the staff in the organization.

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The internee should be well organized while working in an organization. He/she should record it in the table of persons consulted. Whenever an internee reviews a document it should be recorded in the list of “Documents Consulted”. Some of the required information may be of confidential nature, and the organization will not be willing to part with it therefore, an internee should not insist on obtaining such documents. At the end of internship, the students will have to enclose these two tables as annexure to reports. An internee is supposed to be in office during working hours unless there is an emergency.

## **1.4 Focus of Work**

Work must be focused and well directed to the subject he/she has selected. One will be expected to give more emphasis on analysis and recommendations. Therefore, an internee should select a section or unit of a big organization only, in case of a large organization one can select only a section on accounting or finance for work. An internee should do extensive work on this section and prepare concrete recommendations for its improvement. One is expected to give concrete and implementable recommendations along with completion and financial plans. In short internship report must give all necessary information to a person who is interested to implement recommendations of the report. In case of a small sized organization, it should be reviewed as a whole. Focus of work should be on a small unit with more emphasis on analysis and recommendations.

## **1.5 Pre-Internship Readings:**

The internee is required to read relevant material and recent reports concerning the selected organization for internship. For example, if a student intends to do internship in a branch of a bank then before proceeding for internship, he/she should read the relevant reports to get an understanding of the functioning of that organization.

## **1.6 Work Plan**

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An internee may develop work plan to pursue while doing internship, as given below:

<b>Internship Work Plan (8/12 weeks)<sup>1</sup></b>	
<b>Time</b>	<b>Activities</b>
Week One	Introduction to staff Getting an orientation of the overall organization Visiting different sections/units Collecting all relevant written material on the organization.
Week two	Starting work in specific section, for example Finance Section, for the remaining 7 Weeks. Getting all relevant written materials on that section and reading it. Studying each aspect of the assigned section. Doing practical assignment in that section such as preparing balance sheets, etc.
Week three	Interviewing concerned people based on review of material collected so far. Taking notes of all interviews. Collecting any missing information
Week four	Writing a draft chapter on existing situation in the assigned section. Collecting and incorporating any missing information. Week five & six: Analyzing strengths and weaknesses or using other analytical tools to analyze working of section/system etc. Finding gaps, shortcomings etc. based on academic background. Recording all observations with a view to write chapter on analysis Writing a draft chapter on existing situation in the assigned section. Collecting and incorporating any missing information
Week five & six	Analyzing strengths and weaknesses or using other analytical tools to analyze working of section/system etc. Finding gaps, shortcomings etc based on academic background. Recording all observations with a view to write chapter on analysis.
Week seven & eight	Working on recommendations. Meeting informed people to get their viewpoint on recommendations and their ideas about practicability of recommendations. Taking down all notes with a view to write concrete recommendations, alternate plan, time frame for implementations, and financial costs etc.

## **1.7 Volume of report**

Internship report should contain 100-150 typed pages (excluding annexes). A report would not be evaluated by its thickness but by quality of work especially its analysis and recommendations. A good report is supposed to be very comprehensive in terms of presentation of its substance. (A colorful report is not a guarantee of securing top score). Substance and organized presentation of report improves the quality of report. There is no need to attach organization' brochures and pamphlets with internship report

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<sup>1</sup> Student may adjust the work distribution according to the Internship during

## **Guidelines for Writing Internship Report**

- 1. Page:** Page should be of A4 size. Paperweight should be of 75 gram.
- 2. Font:** Times New Roman.
- 3. Justification:** The whole document must be fully (left + right) justified.
- 4. Spacing:** The body of the report should have 1.5 line spacing.
- 5. Margin:** 3cm all round.
- 6. Paragraphs and Sections:** Extra blank line before and after every section and subsection. Paragraphs must be separated by blank line. Paragraphs must be justified.
- 7. Headings & Subheadings:** All headings and their subheadings should be properly formatted using heading rules.
- 8. Volume:** Not less than 25 pages and 6,000 words
- 9. Punctuations:** Space after each punctuation mark (such as ; , . , etc)
- 10. Page Numbering:** Every page should be numbered. The page numbers should start with 1 from the first page of your chapter 1. All the pages before the first chapter should be given Roman numbers (i, ii, iii, etc.)
- 11. Spelling & Grammar Check:** Apply Spelling & Grammar check feature of MS word on whole document (report).

## **Format for Writing BBA Internship Report**

- Title Page (Specimen Provided)
- Page for supervisory committee (Specimen Provided)
- Table of contents
- Acknowledgement Page
- Internship Certificate
- Executive Summary
- Chapter 1 Introduction of the Report
- Chapter 2 Overview of the Organization
- Chapter 3 What I have Learned
- Chapter 4 Analyses
- Chapter 5 Recommendations and Conclusion
- References (Write in APA format, all the sources consulted in the making of your report)
- Appendices (Financial Statements, Supporting Documents etc.)

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## Acknowledgement

This report has been prepared for the internship that has been done in the (Name of Organization) to study the practical aspect of the course and implementation of the theory in the field with the purpose of fulfilling the requirements of the course of (Name of Program)

I would like to express my sincere gratitude to (Supervisor at QACC, Manager/Director/HOD of the Organization worked in, other employees, staff members etc.) for their support and encouragement.

## Executive Summary

An executive summary is a brief section at the beginning of a long report, that summarizes the document. As a 30-second or a one-minute version of the entire report

- Briefly, what is this about?
- Why is it important? [or] Why was it undertaken?
- What are the major findings or results?

An executive summary outlines the following information:

- The purpose
- The methods
- The results
- The conclusions & recommendations

## CHAPTERS

### Chapter 1: Introduction of the Report

This chapter includes basic information regarding the process of preparation of report. This chapter should not be more than 4 pages with the following topics:

**Background:** Basic information (without unnecessary details and descriptions) regarding topic of study

**Purpose:** Purpose may be to study an organization from Marketing/HR/Finance/Accounting perspective, to understand the working/operations, to analyze the organization using SWOT, PESTEL, Ratio, Common-size, Index, Trend analysis techniques, whichever is applicable.

**Data Collection:** (Primary/Secondary)

**Scope:** As it is impossible to cover all the departments of organization in 8 weeks' time, therefore the internee should mention the major focus of his/her work or the specific department attended.

### Chapter 2: Overview of the Organization

This chapter should not be more than 5 pages, and covers the most relevant information about the Main organization, with special focus on the branch/office of work

#### Brief overview

Major activities, products, hierarchy, organogram

### Chapter 3: What I have Learned

This is an important part of your report. Your activities during the period of internship. Your job responsibility, in how many departments you were placed, what have you learned in those departments etc.

Duration of internship

Departments assigned

List of activities performed and How have your performed

Conclude by compiling your overall experience

### Chapter 4: Analyses

Financial Analyses (Ratio, Index, Common size, Trend)

SWOT analysis

List the firm's key external opportunities



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List the firm's key external threats.

List the firm's key internal strengths.

List the firm's key internal weaknesses.

Match strengths with opportunities and develop SO Strategies.

Match weaknesses with opportunities and develop WO Strategies.

Match strengths with threats and develop ST Strategies.

▪ Match weaknesses with threats and develop WT Strategies

## **Chapter 5: Recommendations and Conclusions**

Based on Strategies developed in SWOT

Should not be Vague, Abstract, Idealistic

Should be Specific, Concrete, Practical

Internee should concentrate and focus on the quality of recommendations. They should not be unclear, ambitious and general. Your recommendations should be directly relevant to your place of internship and should be implementable for bringing improvement.

Conclude briefly by summarizing your main points of the report.

**Internship Report  
On  
Organization Name.,  
Branch Name (if applicable),  
City**

Time Roman, 16 Bold



Height 2.5, Width 2.5

Session 2017-18

Supervised by:

Mr. ABC  
Lecturer/Assistant Professor

Time Roman, 14 Bold

Submitted by:

XYZ  
BBA (Specilization)  
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