

INTERNSHIP REPORT

GUIDELINES FOR STUDENTS

Global Master in Business Administration
2020/2021

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1. Overview

The final internship report is possibly the single most important paper you will write as a Global MBA student at Bologna Business School. One of the many formal requirements for the MBA diploma, the internship report is meant to serve as a permanent record of your accomplishments as an intern. Writing the report enables you to critically reflect on your experiences, and to generate a trace of those experiences that show your skills and expertise to the best possible advantage, in a way that you will be pleased to show to potential employers in the future. Note that success at the workplace demands communication skills and a significant portion of communication at work is written. Often, written work such as reports, assessments and memos are important documents that often upper managers use to develop an impression on your performance. Your writing becomes your sole advocate and reflects the quality, accuracy, efficacy and professionalism of your daily work activities. A good internship report requires a blend of creativity and discipline, imagination and analytical rigor to offer a coherent and organic illustration of your work and the organization where you performed your internship assignment.

The faculty has developed these guidelines to help you meet basic standards of quality as well as the specific requirements of the report. The guidelines offer recommendations on the focus your report should take in order to fulfill the academic requirements associated with the internship, and they clarify format and style requirements. It is recommended that you carefully read this document before you commence your internship project, yet always keep in mind that the ultimate responsibility of the project is yours.

2. Report structure

A typical internship report consists of the following sections all of which are described in detail below: title page; abstract; table of contents; list of tables/figures (where appropriate); main text; references; appendices (if necessary).

2.1 Title page

It introduces the readers to your report by listing the following information: project title; employer's name and location; internship duration, date of report submission; your name, student ID number, email address, Global MBA track, University name; and the "partial fulfillment" phrase. (in partial fulfillment of the requirements of the Global Master of Business Administration, Bologna Business School).

2.2 Abstract

Describe where your internship was conducted (name of company, department, location, type of business). Summarize your internship goals, activities, and accomplishments, highlighting key knowledge or skills gained. How did this internship benefit you, and how did it benefit the company? it is sometimes described as a miniature of the report because it conveys the tone and scope of the complete work while omitting its details.

The abstract is limited to 350 words in length. It should be 1.0 line-spaced, and should be within the internship report margin requirements (see below).

2.3 Acknowledgments (if any)

If you wish, you may include a page with a brief note of dedication or acknowledgment of help received from particular individuals.

2.4 Table of content/List of tables

The report should have a table of contents for the benefit of the reader. If figures or tables are present a separate “List of Figures” or “List of Tables” should be included after the Table of Contents.

2.5 Main text

This is the core of the internship project report, it is commonly made up of four primary divisions: Introduction, Methods & Results, Conclusions, Evaluation of the Internship Experience. Each of these sections is described briefly below.

2.5.1 Intro

Individual student internships vary considerably and therefore no two internship reports will be alike, yet as a general principle the report should always clearly define the organization/company where the internship has taken place, illustrate its goals, and incorporate results from your particular internship project in a meaningful way. Accordingly, the intro to the report should summarize the activity undertaken during the internship in the broader context of the company's overall goals and history, and from an applied perspective. It should describe the characteristics of the project, potential costs of implementation, and anticipated benefits. An important aspect of the introduction is a review of the pertinent literature. Generally, this is a review of attempts to solve problems similar to the one at hand – i.e. a comparison of methodologies used to examine a specific phenomenon and so forth – but it can also take several other forms, depending on the nature of the problem and how it is defined for purposes of the report.

2.5.2 Methods and Results

The methods section offers a complete analysis of the methodological approaches and procedures followed in the project. All assumptions made, hypotheses tested as well as implementation difficulties encountered or anticipated, computational techniques and facilities employed, and criteria used to evaluate alternatives (if appropriate) are discussed in this section. Right after the illustration of the methods you should offer a detailed description of the results/findings of the project. Primary data and supporting sources do not go in the results section but in appendix, properly labeled and referenced.

2.5.3 Discussion and Conclusions

All conclusions and recommendations resulting from the internship are discussed here, with special emphasis on their implications for the problem that originally inspired your mission in the company. Thus, you should summarize the analyses conducted, findings, and offer recommendations to the company. Be sure to provide a strong rationale for

your recommendations. Note that creativity is appreciated a lot but also be aware that creativity without discipline (typically) leads to chaos.

2.5.4 Your Assessment of the Internship Experience

In this final section you should also offer some personal reflections on the internship experience itself and how the internship has complemented your academic learning in the Global MBA program. Elaborate the overall insight gained from the internship experience. This is intended to help the School in evaluating the curriculum and the internship program. It is for internal use only and will not be given to your employer. To guide your assessment, you might want to consider such questions as: If you had the project to do over, would you approach it differently? Did the Global MBA curriculum help (be specific with regard to courses, topics, and techniques)? What preparation not given in the curriculum would have been helpful? Did your internship change from the way it was originally concurred with the company? Any specific difficulties that emerged during your internship?

2.5.5 References

It is very unlikely that no references are needed in your report. References have to include links to any information that is coming from external sources. This includes data or any other material on which your analysis is based. You should therefore list all those books and journals, and if necessary, web pages, to which you specifically refer in your report. The references should follow a well-established and consistent style.

2.5.6 Appendix

The appendix offers back-up information that enriches, but is not essential to, the development of your arguments, or any additional information that is required in order to justify your statements and which are too lengthy to incorporate in the main body without hampering the line of thought developed there.

3. Evaluation criteria

The report will be evaluated on the following criteria:

- **Problem definition (15%)**
The report should address a relevant business problem that you have been exposed during the internship.
- **Use of academic frameworks (20%)**
Your analysis should be grounded on the material/theory/frameworks you learned during the Global MBA.
- **Linking knowledge to practice (30%)**
The report should document your ability to investigate a business problem basing on general frameworks and empirical evidence.

- **Solving the problem (20%)**

The report should find a solution to the problems posed, provides conclusions from the analysis and makes clearly implementable propositions. The conclusions should draw on appropriate theory and are convincing both to the internship firm and to the faculty readers.

- **Presentation (15%)**

The report is well presented and structured to suit both the client as reader and the academic assessor. Appropriate parts of the report should be contained in appendices.

4. Grading

A Commission evaluates your internship report along the above-mentioned dimensions. As a result, reports receive grades of either 'pass' or 'unsatisfactory'. Unsatisfactory reports will be returned for revision; a second such grade on the same report means a failure of the internship. A sloppy report, with typos, grammar and/or spelling errors result in an automatic "unsatisfactory".

According to the Italian grading system, the passing grade of your Internship report will be from 18 to 30. The Internship report is worth 20 CFU/ECTS. Please note that the final grade of the Global MBA will be calculated based on your grade for each course (Internship Report Discussion included) as well as the amount of credits that each course is worth.

5. Format and style

5.1 Spacing

The Internship report must be double-spaced or 1.5-spaced. Single spacing may be used only in the Table of Contents, footnotes and endnotes, charts, graphs, tables, quotations, appendices, and reference list.

5.2 Font

A single font must be used throughout the thesis or report, the only exceptions being in tables, graphs, and appendices. Use regular, unadorned fonts (e.g., Times Roman or Arial), 11-12-point size for text. Headings may be bolded and no more than 2 points larger than the rest of the text.

5.3 Margins

All reports must have consistent margins of at least 1.25 at the top, bottom, left, and right edges of the page. Page numbers must be placed at least one inch from the bottom of the page. Margins which are larger than those required are acceptable, but smaller margins are not.

5.4 Length

The report should be as long as it needs to be to tell your story concisely; in practice, most papers will be 3,500 – 5,000 words in length (exclusive of appendices).

6. Timeline and Deadlines

First Step

Internship at the company.

Second Step

Student submits the report to mbateam@bbs.unibo.it within January 31st, 2021.

Third Step

Prepare a Power Point Presentation of maximum 7 slides that sums up the contents of your Internship Report. Student will use this presentation during the final discussion of the project. The presentation should be sent to mbateam@bbs.unibo.it at least 2 days before the discussion.

Fourth Step, February/March 2021

Internship Report discussion. The Report will be discussed in front of a Commission. The date of the final discussion will be notified by the MBA Team by end of January 2021.

Good luck with the preparation of your report!