**** **INSTITUTE OF BUSINESS & INFORMATION TECHNOLOGY**

**University of the Punjab**

==============================================================================

# Code of Conduct for BBIT Business Internship

Business Internship is required of each graduating student. The required period of internship will be **6**-**8** weeks. Internship is an opportunity for the students to familiarize themselves with the present day business environment and comprehend business routine and practices.

Each internee is required to work at least in one specific department (e.g. Sales, Marketing, Finance, Accounts, Administration, Human Resources) for a greater portion of the time during the internship. This will ensure that the internee assimilates information and knowledge in a specific area of Management. During the Internship, internees are expected to be serious, hardworking, cooperative and to demonstrate a learning attitude. They should never forget that they are in the organization to learn as much as possible in a short period and operationalize their theoretical knowledge through practical work. The internship **must** be undertaken **continuously in one organization for 6-8 weeks**.

Each internee will be evaluated in a GPA based hundred point scale as per IBIT marks rules and regulations. Evaluation will normally be on the basis of the following criteria:

1. An unannounced visit by one or two of the teacher(s) of the Institute to the place of internship
2. **Written or verbal report** of the supervisor of the internee
3. A **Written Internship Report** presented by the internee as per suggested format
4. A **Final Interview / Viva** of the internee by the Panel of the Faculty Member(s) of IBIT.

At the conclusion of the internship, the students should obtain an **Internship Completion Certificate** from the organization concerned and provide to the record office of the institute for inclusion in the student academic record and include a copy of this certificate in the report to be presented by the student.

Each individual student is required to write and submit (**1**) original internship report, even if more than one student is doing internship in the same organization. Obviously even if two or more students are doing the same task(s), in the same section(s), at that same time, when they write the report, their version will be and should be different. Each student is advised to keep a diary in which daily account of activities performed and things learned should be noted down. This will be very helpful in completing the final internship report.

The Report must be in English and represent a good sample of professional business writing (format, absence of mistakes, concise and reader-friendly). It is responsibility of student to ensure that Internship Report is not plagiarized. In case of plagiarism, usage of software like spin and Grammarly to reduce the plagiarism is prohibited, if the candidate is caught using such techniques they will be awarded with 'F' grade. Students are advised to submit a copy of Internship Report in PU main library to get a plagiarism report. Similarity check percentage should be less than the HEC required criteria (i.e. 19%), while similarity from a single source must be less than 5%.

The Internship Report **must** be submitted **within 15 days after the completion of Internship period.** Report should be typed /word processed with according to departments’ internship report format. It will be hard bound like a thesis in “**Black Color with a Golden Printing**” and will include the internship appointment letter a well as internship completion certificate as mentioned above.

A tentative outline of the internship report is given on the next page. Please remember that this is an internship report, not a report of the organization. As such the f**ocus of the report should be on the internship activities rather than of the company**. While receiving these reports concerned staff will ensure that **suggested format /outline is strictly followed**, otherwise such reports will not be received unless and until they are made according to the suggested outline.

**** **INSTITUTE OF BUSINESS & INFORMATION TECHNOLOGY**

**University of the Punjab**

==============================================================================

**Tentative Outline for Internship Report**

**CHAPTER 1**

**The Organization**

Write a brief profile about the organization. Next, move from general information to the specifics about the division or department you worked in.

* Brief description of the company, industry/sector and address of office where student worked
* Company history and company links (parent companies or sub diaries).
* Organization of the company; number of employees, size or volume of the company, control monitory mechanism.
* The nature of company activities (products, services etc.)
* Organizational Structure
* Description of various departments /sections
* Internship department including the name and position of your company supervisor.
* **SWOT** Analysis of the Organization
* Product and Service Portfolio
* Financial and Ratio Analysis (at least current two years)

**CHAPTER 2**

**Internship Activities**

This is the heart of your report and will largely determine your grade.

* Description and content of the tasks assigned
* **Detailed** description of the **activities** performed by the internee on **daily / weekly basis**.
* Coordination and flow of your work both vertically and horizontally in the company during the internship
* **Manager(s)** associated with; their management styles; strains & stresses; conflicts & appreciations.
* **Application** of the knowledge / skills learned **during** BBIT studies.

**CHAPTER 3**

In this section, students will share the details about experience gained, objectives/expectations, achievements/reality and challenges of the internship.

* What you have learnt about the operation of organizations.
* The level of responsibility given to you by your employer.
* Skills and qualifications (scientific and professional), you think that you have gained from the internship.
* Understanding of the various aspects of professional work.
* Comparison of objectives/expectations and achievements/reality of the internship.
* What challenges did you experience during the internship?
* How strong is the correlation between this experience and your classroom knowledge? Did you experience really what you have studied? Please specify new skills and concepts you have learned during your internship.
* Your thoughts about how the internship might influence your future career plans.

**CHAPTER 4**

**Summary and Recommendations**

Be sure to bring some insight, analysis and reflective thinking to this section. Don’t generalize and offer superficial observations. Be specific and detailed in describing your experience.

* Overall Summary
* Specific recommendations for the:
1. Organization; if any
2. IBIT; to improve its curricula and methods of teaching to BBIT students
3. for the next internship in this organization

Please remember that the recommendations should **not be general** but specific with justifications and implementation strategies

**APPENDIX**

 Include samples of the work you did at the internship. Layouts, ads, tapes, reports, editorials, brochures, letters, and scripts are also appropriate for this section. What you include here will be determined by the kind of internship you had. If you have nothing to include here, your narrative should explain why this is so.

**** **INSTITUTE OF BUSINESS & INFORMATION TECHNOLOGY**

**University of the Punjab**

==============================================================================

**Internship Search Strategies**

**What Employers Look For**

* Solution Provider or Not
* A genuine Interest in the Organization
* Commitment in the field of Expertise
* Personality match with the org. Culture
* Can I afford him/her?

**ARE YOU HUNGRY FOR SUCCESS?**

**Internship Search Methods**

* Networking
* Newspapers Ads
* Internet Sites
* University Placement Office
* Applying Directly in Organizations
* Headhunters

**Mistakes in Internship Search**

* Only apply to the job Postings via Ads
* Trust the HR Dept.
* Act like an Applicant at the Interview
* Don’t Follow up

**Reference Strategies**

* Ask for the Interviews, not for the jobs
* Six Degree of Separation Rule
* Only 1 Decision Maker in 1 organization (Hiring, Firing, Promotion)
* Offer Something for FREE (Projects, Internships, Part Time Offers)
* Be Everywhere (Association Meetings, Parties, Dinners, Events, Seminars)

**Resume / CV / Bio Data**

* Why Need a CV
* Choose 10 organizations
* Customized CV

The Dream **CV**

* Simplify the Language
* Easy Reading
* Spell Checks
* Grammatical Errors