



**FACULTY OF MANAGEMENT**  
**UNIVERSITY OF PERADENIYA**

**REVISED INTERNSHIP PROGRAMME**  
**GUIDELINES FOR THE BBA DEGREE**  
**PROGRAM**

## **BSM 498 - MANAGEMENT INTERNSHIP**

### **01. Introduction**

The Internship Program for the undergraduates of the Faculty of Management aims to prepare its undergraduates to meet the challenges of the competitive job market. It is designed in a way which would provide the students with an opportunity to expose themselves to the practical issues and challenges of management and business. Further, it is expected to support students to inculcate the skills required to resolve business and management problems. Students who are enrolled for the Management Internship Programme for six (6) credits, shall engage in an Internship training for a period of 600 hours. They are required to maintain a diary relating to the experience they obtain. In addition, students are required to produce a project report and make two formal presentations of their findings to the respective department at the interim and the final evaluation.

### **02. Objectives**

1. To expose the students to industry and business environments with practical exposures in areas related to their area of specialization.
2. To enhance the students' understanding on application of the theoretical knowledge in their area of specialization.
3. To enhance interpersonal, critical thinking, decision making and communication skills of the students.

### **03. Intended Learning Outcomes**

After completing the internship the students should be able to:

1. Develop competencies in the areas of presentation skills, critical thinking skills and problems solving skills.
2. Apply theoretical concepts and models in to a practical environment
3. Formulate viable solutions to practical organizational problems through the internship project.

#### 04. Method of Evaluation:

##### 04.1. Assessment Scheme

The students are assessed based on the course grade guide, the Grade Point ranging from 0-4.00 and corresponding letter grades of E to A/A+ according to the following table.

A+ = 4.0 (80-100)	B+ = 3.3(65-69)	C+ = 2.3 (50-54)	D+ = 1.3 (35-39)
A = 4.0 (80-100)	B = 3.0 (60-64)	C = 2.0 (45-49)	D = 1.0 (30-34)
A- = 3.7 (70-79)	B- = 2.7 (55-59)	C- = 1.7 (40-44)	E = 0.0 (00-29)

##### 04.2. Evaluation Scheme

Criteria	Marks allocated (New curriculum)
Interim Presentation*	10%
Duly Completed Internship Diary	15%
Internship Project Report	50%
Employer's Confidential Report	10%
Final Presentation and Viva*	15%
Total	100%

*\*Interim and final evaluations are conducted by a panel of internal examiners in the form of an interview/viva voce. Students are expected to deliver 10 minute and 15 minute presentations respectively on their experience gained during the Internship training at this evaluation.*

##### 04.3. Eligibility for Evaluation

Completion of a minimum of 600 hours and submission of the Internship Diary, the Internship Project Report and Employer's Confidential Report are compulsory requirements in order to be eligible for the Final Presentation and Viva.

## **05. Supporting Programs**

### **05.1. Industry Day**

The Industry Day of the Faculty of Management is an annual event which is organized for the benefit of both students and the industry. Here, the invited organizations from Industries visit the Faculty and select students for internship training and conduct mock interviews. This program will help students to gain knowledge on the attributes that the industry will look into from management graduates, and obtain experience by facing interview sessions.

### **05.2. Workshops on CV writing and Interviewing Techniques**

Workshops on CV writing and Interviewing Techniques will be conducted for the students who have registered for the course soon after the orientation program. The objective is to support students to prepare professional Curriculum Vitae (CV) to be used when they apply for an internship opportunity and to guide students to face interviews in a professional manner. Resource personal would be either from the academic staff or from the industry.

### **05.3. Internship Diaries**

As an annual event, the Internship Office of the Faculty organizes a competition titled, “Management Internship Diaries” to select ‘The Best Intern of the year’ from those who participated in the Internship Program in the particular academic year. The aim of the competition is to encourage students’ active participation in the Internship Program whereas objectives of the program are to: develop soft skills such as interpersonal, communication and teamwork skills; sharpen creative thinking; enhance problem solving; and more, importantly, develop positive attitudes of the students towards work and facing challenges.

Students for the competition will be selected on the final marks they obtained for the course. Two students with the highest marks from each department should be nominated by the department through the Departmental Internship Coordinator.

# **INTERNSHIP PROGRAMMEME GUIDELINES FOR STUDENTS**

## **01. Basic Procedures**

- 01.1.** Students must submit Basic Details of Intern (Form A) and a copy of their resume to the respective department at the time of registration at the Internship Programme.
- 01.2.** Students must keep regular contacts with both the Internship Supervisor at the Internship Organization and the Department Internship Coordinator at the respective department on any matter related to their Internship.
- 01.3.** Students must submit the Internship Contract (Form B) within one week from the commencement of the Internship Programme.
- 01.4.** Students must submit the Job Description (Form C) at the end of the third week from the commencement of the Internship and the Internship Completion Report (Form D) at the end of the Internship/Semester.
- 01.5.** After a period of one month of receiving the Job Description (Form C) to the department, an academic staff member will be appointed as a supervisor from the respective department for each student in order to guide the student in writing up the Internship Project Report.
- 01.6.** Students must duly maintain the Internship Diary by recording daily activities related to their practical experience. The Internship Diary must be produced to the Department Internship Coordinator for inspection monthly, and should be submitted to the department within one week from the end of the Internship/Semester. Students must also make sure that the department receives the duly completed Employer's Confidential Report (Form E) directly from their employer by this time.
- 01.7.** Students must undergo the relevant practical Internship under a qualified senior officer at the Internship organization. This person is appointed by the respective organization to liaise with the department regarding matters related to the Intern.
- 01.8.** Students must submit the Internship Project Report based on the work experience that they have gained through the Internship Programme. In this report, students should also identify a problem/an issue with respect to the operation of the internship organization and explain it from a theoretical perspective to come up with practical solutions/recommendations to overcome it.

**NOTE:** Late submission of required documents and forms will be subject to a penalty of one mark per day per document and may result in poor grades for the course.

## **02. Internship Programme Registration Procedure**

- 02.1.** It is the responsibility of the student to search for an organization to undertake the Internship in his/her area of specialization. However, organizations selected by the students should be acceptable to the department as suitable for undertaking the Internship. For this purpose, students need to inform the department Internship Coordinator in writing about the potential Internship provider prior to commencement of the Internship. The Department Internship Committee will evaluate the suitability of the potential Internship provider as per pre-determined criteria.
- 02.2.** The respective departments also look for possible organizations to undertake Internships by students. All such Internship opportunities received by the department will be displayed on the Faculty Internship Notice Board.
- 02.3.** Selection of a student for the Internship Programme by an Internship Organization is entirely at the discretion of that organization. The department will not under any circumstances influence or interfere with the selection process.

## **03. Steps to be followed in the Internship Process:**

- 03.1.** Collect/download Internship Guidelines, relevant Forms from the Department/Faculty Internship website.
- 03.2.** Search for an appropriate organization for Internship.
- 03.3.** Submit a Personal Résumé to the Department Internship Coordinator.
- 03.4.** Students selected for an Internship position by Internship Organizations upon accepting the offer of Internship must notify the Department Internship Coordinator immediately.
- 03.5.** The Department Internship Coordinator continuously monitors the progress of the Internship Programme. Students must consult the Department Internship Coordinator or

any other member in the Department Internship Committee for matters relating to their Internship Programme.

- 03.6.** Project Supervisor will guide the student in the process of writing the project report and the student is expected to maintain regular contacts with the Project Supervisor.

#### **04. Other Considerations**

The Department requires the students, who undertake the Internship Programme, to be professional in their work and responsible in their conduct. Students are responsible for upholding the reputation of the department, the faculty and the university at the respective Organizations. Internship opportunities in future will depend largely on the performance, behaviour and conduct of the current students undergoing the internship training in the respective organizations.

#### **05. Internship Project Report**

The student must write a comprehensive final report consisting two sections. First section may begin with stating the general experience that he/she obtains during the Internship training and any specific knowledge and achievements gained. This section should provide an understanding on the activities of the business organization. It should also elaborate sufficiently as to how the Internship Programme assisted the student to expand his/her knowledge in the area of specialization, and the extent to which the objectives as stated in the original contract have been met. The second section should be based on a problem/issue identified by the student in the internship organization. The identified problem/issue should be relevant to the area of specialization of the student. Identification of the problem/issue, formulation of objectives, selecting an appropriate methodology and sample, analyzing data and deriving conclusions and recommendations are required to be covered in this section. The completed Internship Project Report should be submitted to the department at the end of the Internship Programme. Students should adhere to the following guidelines when they write the Internship Project Report.

## **05.1. Format of the report**

**05.1.1.** The report must be limited to a minimum of 5 000 words, type written using Times New Roman, font size 12, on a single side of an A4 size paper, with 1.5 line spacing and a 1.5 inch margin of on the left hand side and 1 inch on all other sides.

**05.1.2.** First page should contain the course title and the student registration number and the area of specialization. (Form F)

### **05.1.3. Contents of the Report**

01. Attach a copy of the contract.

02. Section 01

- (i). A brief description of Internship environment such as name and nature of the business of the organization, details of the Internship, supervisors, co-workers, team members and main features of different assignments undertaken.
- (ii). Summary of activities that were carried out during the Internship Programme.
- (iii). Details of any document/s of the internship organization, which the student was a major contributor for compiling.
- (iv). Self evaluation and critical analysis of the Internship programme by the student, and recommendations for further improvement based on his/her own experience.

03. Section 02

- (i). Identification of the problem/issue
- (ii). Formulation of objectives
- (iii). Methodology and sample
- (iv). Data analysis and presentation
- (v). Conclusions and recommendations