

Internship Report Format

These are some indicative guidelines to help you in preparing your report from your internship. Total length should be approximately 30 pages (page numbers indicated below are indicative). The report must be written in English. The title page and the abstract need to be written in English and Greek, according to the template provided at the end of this document.

Depending on the structure applied by the company/organization, there are normally two "stereotypes" of internships that might be experienced by the students. These are "**Mission Internship**" and "**Orientation Internship**":

- The "**Mission Internship**" consists of assigning to the student one or more project(s) with pre-defined objective, work plan and specific deliverables to be submitted to the company/organization. The student is immersed in a specific functional area, becomes part of the operations of a department or function, and his or her competencies are deepened through the mission(s).
- The "**Orientation Internship**" aims at introducing the student to a range of professions and areas/functions within the company/organization. The student might be engaged in a rotation program between different functions, might be invited to participate in seminars and training programs, or might join one or more managers and accompany them in an apprenticeship mode. In the Orientation Internship the student's competencies are broadened through the activities he or she is engaged in.

In the following, very general guidelines are provided for the internship report. Where applicable, a distinction is made between the Mission Internship (MI) vs. the Orientation Internships (OI).

Indicative Structure

1. Title Page and Abstract in Greek and English.

It is compulsory to use the bilingual standard form, provided on the last two pages of this file, for the first two pages of the report. It is also compulsory to send this form by e-mail to the Immersion Project Administrator the same day as the report is handed in.

2. Executive summary (2 pages)

MI: Objective of the mission, method/line of action, principal results and recommendations made.

OI: Key learnings acquired, indication of activities undertaken.

3. Acknowledgements

Appropriate acknowledgements towards the company/organization, and other players involved in the process of the internship.

4. Table of Contents

5. Introduction (3 pages)

- Presentation of the company/organization
- Description of the main activities and processes of the company/organization. Reflections on the role and importance of the function(s) that you have worked in.

MI additional:

- Definition and description of the mission
- Context of the mission. How did the problem appear?
- Scope and limitations of the mission

6. Situation Analysis (4-5 pages)

Detailed context of the project integrating directly related literature, Internet sources etc.

Depending on the context of the internship, the below can be integrated:

- Best Practices of similar situations/problems
- Analysis of external factors/drivers,
- Analysis of internal factors/drivers,
- Analysis of technology factors,
- Market considerations,
- Competitive considerations (SWOT, Porter...)

7. For MI only: Project Methodology and Steps of Execution (6 pages)

- Alternative ways of tackling the problem that you considered and conclusion on what way you selected to follow and why you selected that particular way.
- Description of the methodology employed. Motivation of why a particular methodology was used.
- The steps of execution with their objectives, realisations and gaps between expectations and outcomes from a methodological perspective.

8 (OI: 7). Key Results/Key Learnings (5 pages)

- Analysis of the results obtained/learnings realized in an appropriate conceptual framework derived from the situation analysis.

MI additional:

- Emphasise results related to strategy, organisational structure, business processes, human resources, technology... as appropriate depending on the mission.
- Gaps concerning the result (i.e., divergences from your initial plans, if any) that appeared during the project? Explain.

9. MI: Recommendations (4-5 pages)

- What do you advise to the company/organization? Be specific on your recommendations by supporting them with data (qualitative and/or quantitative) and linking them to strategy, organisational structure, business processes, human resources, technology... as appropriate depending on the mission.
- Point out the innovative aspects included in your recommendation
- Timetable and action plan for your recommendations. Implementation issues - what should the company keep in mind for successful implementation? What will happen after the project? What should the company pay particular attention to?

8. OI: Observations (4-5 pages)

- Depending on the various aspects of the company/organization that you have become acquainted with, try to make some recommendations/observations related to improvements or changes that you think would be beneficial for the company as a whole. Support them with some data (qualitative and/or quantitative).
- Implementation issues - what should the company keep in mind for successful implementation of these recommendations?

10 (OI: 9). Conclusion (3-4 pages)

- MI only: Brief overview of results and recommendations. Link to your methodology - how do you assess the methodology/ies applied, strong points, things to improve?
- Main learnings and other "strong" aspects that the internship provided. What you have learnt and what you would like to develop more in your professional future.
- Perspective making with respect to the situation analysis (conceptual framework, best practices, models...).

11. Bibliography

- Include references to books, articles, reports referred to in the report in the following format:
Porter, M. E. (1985), *Competitive Advantage*, New York: The Free Press.
Prahalad, C. K. & Hamel, G. (1990), "The Core Competence of the Corporation", *Harvard Business Review*, vol. 68, no. 3, pp. 79-91. (or indicate the dates/months, i.e., in this example*Harvard Business Review*, May-June, pp. 79-91).
Andersen Consulting, (1994), *Worldwide Manufacturing Competitiveness Study*, The Second Lean Enterprise Report, Andersen Consulting UK.
- Indicate interviews if appropriate (person interviewed, his/her position, and date of the interview)

12. Appendices

- Be ware to join only material that you refer to in the report!
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Text Format in the Report

Times New Roman 12 or similar, 1,5 linespace, Margins 2,5 all around.

Submission Deadline Friday November 8 2013.

- You need to submit two (2) CD-ROM copies and one printed copy of your report to the secretariat.
- Depending on what is agreed in each case, you also submit agreed deliverables to the company/organization.
- Please remember that the Internship report has to carry the standardized front page and subsequent abstract page as by the attached. These two first pages must be integrated both in the printed and in the CD-ROM versions.

Oral Presentation

The students will contact the Career Office for making an appointment with the Career Administrator and the Faculty Coordinator for an oral discussion of the internship and the submitted report. It will be a Q&A session, with no requirement of formal presentation.

Company/Organization Appreciation

The representative for the company will be asked to write an appreciation statement about the student's activities during the internship, including overall performance, specific strengths, any weaknesses that the student could work on improving improve, relevance of the results/proposals in case of MI, estimation of learning outcomes in case of OI.

Grading

Written deliverable, face-to-face discussion and company appreciation are integrated in the final grading.

GOOD LUCK!

George Ioannou
Program Director

Τίτλος της Πτυχιακής Πρακτικής Εργασίας

Title of the Internship Immersion Project

Η εκπόνηση της Πτυχιακής Πρακτικής Εργασίας αποτελεί προϋπόθεση απόκτησης του
Μεταπτυχιακού Διπλώματος Ειδίκευσης στη Διοικητική των Επιχειρήσεων
του Οικονομικού Πανεπιστημίου Αθηνών, 2013

Masters Thesis Submitted in Partial Fulfilment of the Requirements for the Degree of
Master of Business Administration
Athens University of Economics and Business, 2013

Φοιτητής / Φοιτήτρια

Student

Σύνοψη (200 λέξεις)

Abstract (200 words)