

Internship/Senior Project Guideline



Department of Media and Communication

School of Liberal Arts and Social Sciences

Independent University, Bangladesh.



GUIDELINE FOR INTERNSHIP REPORT

Department of Media and communication

Report Structure:

1. Title page:

The first page of the report:

- a) Follow Annexure 1 for proper formatting of the title page.
- b) Spell out all acronyms in full.

2. Approval page:

This page, as indicated by the signature of your supervisor, indicates the consent of your supervisor to the fact that you have completed your internship project in a manner that you had been directed. Since the page is part of your formal report, you have to obtain the signature on this page before you give your report for final binding. Therefore, you should obtain the signature on the approval page with sufficient time with you to bind the report and submit it before the oral examination. See Annexure 2 for example of the Approval Page.

3. Acknowledgments:

These are optional pages, although most documents have a brief paragraph acknowledging the contribution of the supervisor and other who helped the student to complete the report. If you decide to include these pages, you must maintain a professional tone.

4. Table of Contents:

The table of contents introduces the reader to the report, indicating its contents, organization, and progression. The key is to provide easy access and not to overwhelm the reader with a detailed index of the contents. The table of contents is compiled by listing the headings in the document; it should not show a listing for anything preceding it (Abstract, Acknowledgments,

etc.). The student must be consistent in the level of heading that is listed; e.g., if the second-level subheadings are listed from one chapter, the second-level subheadings from all chapters that contain this level. Each level of subheading should be consistently indented a few spaces more than the preceding level. The arrangement of the table of contents in Annexure 3 works for any documents, with minor adjustments for the style of chapter numbers or heading levels.

5. List of Tables:

Obviously, only those documents that use tables and figures required these lists. Both lists follow essentially the same format, resembling the table of contents. The sample in Annexure 4 provides model that are easy to read and work well for any documents.

List of Tables and List of Figures Checklist

- “LIST OF TABLES” and “LIST OF FIGURES” in all capitals and centered between margins
- List of tables precedes list of figures
- Every table title and figure caption included
- Identical in style and substance (wording, punctuation, letter case) to corresponding titles and caption in the text; lengthy entries abbreviated but not paraphrased (i.e., identical up and the point of abbreviation)
- Length: may be several pages; no “continued” at top of second and subsequent pages
- Page number(s): lower case roman numeral(s), consecutive from previous section, centered between the proper margins, 1 inch from the bottom of the page

6. Executive Summary:

A one page summary of the company/institution and a short account of the major activities carried out during the internship period.

7. Introduction:

The introduction is the part of the paper that provides readers with the background information for the research reported in the paper. Its purpose is to establish a framework for the research, go on to review the relevant literature. Then go on to make clear the connection between previous research and the present work.

8. Description of the company/institution

This section should answer the following question:

Department of Media and Communication, IUB

- 1) What is the full title of the company/institution? Give a brief history of the company, full mailing address and relevant web links.
- 2) What type of ownership of the company/institution? State the main shareholders and their shares.
- 3) What is the sector that the company/institution operates in? Specify the products and services produced and offered to its customers.
- 4) Who are regarded as the customers of your internship company/institution (consider the end users, retailers, other manufacturers, employees, etc.)?
- 5) Provide an organization chart of the company, along with information on the number of employees.
- 6) Provide a list of functions performed by different departments/divisions in the internship organization.

9. Industry/ Company analysis: Use theoretical framework to analyze the industry where company is operating. Students may present a SWOT analysis in the report to further elaborate the company standing within the industry.

10. Internship activity:

This is the main body of your report. During the internship period, an intern may focus on the following types of analysis and question. You do not have to answer the entire question in the list:

- 1) Describe your working condition or function, such as: who is your supervisor (his or her name and position); other team member and co-workers and what their functions are to complement yours.
- 2) Provide an organization chart of the internship organization.
- 3) Provide the department or division lay out of the internship organization.
- 4) Provide an overview of production system or service procedure (what are the resource, inputs, outcome and constraints?)
- 5) Provide a process chart of a major products and/or services.
- 6) What kind of materials is used during the manufacturing?

11. Conclusion of the report:

This section should include:

- 1) A summary of key conclusion derived from the internship experience.
- 2) General observations about the sector in which your internship company/institution operates.

12. Reference:

It is a matter of professional ethics to give credit to the researchers whose published work you have used in conducting your work. There published works may be books, journals articles, or web sites. Use APA format to cite the works.

13. Appendices: Charts, Graphs, Pictures, etc.

Supervision:

Student will be supported through the report writing process by an academic supervisor. The student will be advised by the internship co-coordinator of the process by which the programme either allocates academic supervisors or students seek a preferred academic supervisor. The academic supervisor will ideally have background expertise in the area of study. However, this may not always be possible and the student may be allocated a supervisor with more general subject knowledge. Regardless of the subject background of the supervisor, the academic supervisor will understand the process. Where a 'non-expert' academic supervisor is appointed the student will still, under the guidance of your academic supervisor, be able to consult with a subject expert.

Role of Academic Supervisor

The academic supervisor performs many functions and is there to facilitate and not to lead, hence the responsibility for the quality and content of the report is entirely on the student. The supervisor role includes the following:

1. To advise the student whether or not the project appears to be feasible and the possible risks that may be involved, for example problems in trying to access information, potential poor response rates to surveys concerning commercially sensitive issues.
2. To assist the student in structuring the report.
3. To assist the student at the outset in finding useful and relevant reading material and appropriate academic framework within which to place the topic.
4. To advise on the choice of suitable methodological approach (es).

5. To monitor progress and to advise on what is required to achieve a satisfactory Internship/project report.
6. The academic supervisor will not check or correct grammar and expression.

Responsibilities of the Student

1. To maintain regular contact with the academic supervisor. It is the student's responsibility to inform their supervisor of progress and to lead the development of the intern/project report. Difficulties must be communicated at the time they are encountered. Retrospective information is not acceptable.
2. To write the report in a good standard of clear English using appropriate academic terms and citation and referencing conventions. It is not the responsibility of the supervisor to ensure that this condition is met.
3. To write the report with guidance from the supervisor.
4. To inform the academic supervisor of any absence (sickness, personal, family visits, holidays, work experience) during the time nominated for working on the project report.

Supervisor Meeting Schedule

Students are allocated up to a maximum of five formal meetings with their academic supervisor across the duration of the internship report. The purpose of these meetings is to discuss progress and resolve any difficulties. You will be expected to take a proactive approach to these meetings and bring material or options to be discussed rather than expect your supervisor to say what should be done next.

Initial meetings to discuss topics and planning will usually be scheduled by the academic supervisor. Responsibility for scheduling the remaining three meetings will be with you.

Layout, Style and Writing Suggestions:

Word count: 5,000 words maximum. Excluding abstract, references i.e. main text only.

Paper Size: A4

Margin Settings: Top 2.54cm Bottom 2.54cm

Left 3.17cm Right 3.17cm

Line spacing: One and half spacing (1.5) not single or double.

Page Numbering: For sections from Acknowledgements to start of

Main Text page number format is i) ii) iii) ..and so on continuously

For Main Text page format is 1,2, and 3 and so on continuously

With position on page centered aligned.

Text: Times New Roman

Font: 12 point font

Alignment: Justified

Internship/Senior Project Layout

Front cover: Required

Acknowledgements: Required

Abstract: Required

Table of Contents: Required

List of Figures: Required (Note all figures in the main text must be numbered, titled and attributed)

List of Tables: Required, (Note all tables in the main text must be numbered, titled and attributed)

Main text: Chapter title, bold, outlined numbered.

Chapter & Section: Start each chapter on new page

Section title, bold, outlined numbered e.g. 1.1,

Sub section title, outlined numbered e.g. 1.1.1

List of references: APA format preferred

Appendices: Appendix title, bold, outlined numbered e.g.

Appendix 1, start each Appendix on new page.

Number of copies: Three. Hardbound/Spiral bound copies.

Format: Word or pdf format.

Assessment Criteria:

Intern students will be assessed on the following basis:

Criteria	Marks	Marks
Academic External/Internal supervisor (Progress meeting (with academic and professional supervisor)	20%	20%
Progress Meeting with Supervisor (Five Meetings)	10%	10%
Log book (to be submitted)	15%	50%
Final report with annexure	35% (by board members, not supervisor)	
Workplace supervisor (E-mail of Appraisal form required)	20%	20%
Total		100%

Workplace performance:

Students will also be graded based on their internship activity by their immediate line manager where they are working. 20% of the mark will be included in their final grade. Please follow annexure 3

Workplace Marks conversion: Students will be graded on the basis of 1 to 5 point scale questionnaire answered by the line manager and each question will carry 1 (one) mark.

Strongly Disagree			Agree	
1	2	3	4	5
0.20	0.40	0.60	0.80	1

Asiatic Marketing Communication Limited – An Agency

With an insight into Lux Channel I Superstar 2008

By

Aditi Ahmed

ID: 0420238

Date: 26 November 08

**An Internship Report Presented in Partial Fulfillment of
the Requirements for the Degree in Bachelor of Social
Sciences**

Independent University, Bangladesh.

Annexure 2

Internship Approval Form

Department of Media and Communication

Student Name: _____ Phone Number: _____

Student ID Number: _____ Student E-mail Address: _____

Supervisor's Name: _____

I am registering for the Autumn _____ Spring _____ Summer _____ trimester

Course Start Date: _____ Course End Date: _____

Internship Company/Organization Name: _____

Contact Person Name: _____

Contact Person Phone number: _____

Contact Person E-mail Address: _____

Scope of work anticipated: (Attach a 1000 word proposal in a separate page)

Total anticipated number of hours: _____ Total credit: _____

(60 hours=1 credit, 120 hours=2 credits, 180 hours=3 credits)

Submitted by: _____ **Date Submitted:** _____

Approved By: _____ **Date Approved:** _____

Department of Media and Communication



Annexure 3

Intern Appraisal Form

In confidence – to be returned directly to the Supervisor

This form is for completion by the supervisor. It is a compulsory part of the assessment process for this unit. Independent University Bangladesh (IUB) is extremely grateful to the many employers providing internship opportunities for our students. Your time in completing this short appraisal form is greatly appreciated. **If you wish to provide any additional feedback please use a separate sheet.** If you have any queries or comments, please contact the Faculty Supervisor (see details below).

Name of intern.....

Student number (to be supplied by student).....

Name of organisation providing internship.....

Organisation's address.....

Telephone..... Fax.....

Email.....

Please answer the following questions about the student intern named above.

I confirm that the student was employed as an intern for **at least** 60 working days with my organisation between and (please insert dates).

Department of Media and Communication, IUB

Would you be interested in supervising another IUB student in your organisation in the future?

Yes No

If no, please provide a brief explanation:

Please indicate the extent of your agreement with the following statements about the intern on a scale of 1 to 5 by circling the appropriate number. 5 means strongly agree and 1 strongly disagree. If you feel neutral or unsure about the statement, please circle number 4. If you have no opinion or the statement is not applicable, please leave blank.

	Intern's Name: _____	Strongly Disagree				Strongly Agree
1.	The intern is enthusiastic about his/her work	1	2	3	4	5
2.	The intern is hard working	1	2	3	4	5
3.	The intern is punctual arriving for work and appointments	1	2	3	4	5
4.	The intern is reliable	1	2	3	4	5
5.	The intern's dress and personal grooming are appropriate for my organisation	1	2	3	4	5
6.	The intern is well organised	1	2	3	4	5
7.	The intern meets deadlines	1	2	3	4	5
8.	The intern displays an appropriate level of initiative	1	2	3	4	5
9.	The intern is adaptable	1	2	3	4	5
10.	The intern is willing to learn	1	2	3	4	5

11.	The intern learns quickly	1	2	3	4	5
12.	The intern works well in a team	1	2	3	4	5
13.	The intern is creative	1	2	3	4	5
14.	The intern has excellent oral communication skills	1	2	3	4	5
15.	The intern has excellent written communication skills	1	2	3	4	5
16.	The intern has an excellent grasp of communication principles	1	2	3	4	5
17.	The intern's level of general knowledge is appropriate for employment in the communication field	1	2	3	4	5
18.	The intern is able to think strategically	1	2	3	4	5
19.	The intern has an understanding of ethical issues in the communication field.	1	2	3	4	5
20.	The intern is well suited to a career in the relevant field.	1	2	3	4	5

Signed.....

Date.....

Name.....

Job title.....

Please forward this form directly to the faculty supervisor _____,

Independent University Bangladesh by email.



GUIDELINE FOR SENIOR PROJECT

Department of Media and communication

Report Structure:

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- Length: may be several pages; no “continued” at top of second and subsequent pages
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-

6. Abstract: (150-250 Words)

- Provide a summary of the overall study. The format for the abstract usually follows these areas. Please note that you do not label the section (purpose, method, etc.), but you include the sentences below:

Purpose: “the purpose of this study.....”(One sentence).

- Methods: Usually one to two sentences on how this study was conducted and who the sample or population was.
- Result: usually two to three briefs sentences on the major findings from the study.
- Conclusion: One to two sentences on the major implication or ramification from the study.

7. Introduction (2-4 pages)

- Provide the background and settings needed to put the problem in proper context and justify the need for the study.
- Should contain facts, trends, and point of view (opinion) as drawn from the professional literature in agriculture education and communication and relevant

areas. The presentation of these key points should flow from general trends and concerns to the specific problem/challenge that you will address in your thesis research.

- Provide a logical lead-in to a clear statement of the problem, which is followed by the purpose of the study and research objective that you will pursue.
- Chapter 1 also includes a list of any assumption and limitation, as well as a section (Significances of the Study) that explains what groups could potentially benefit from the study and how/why.

8. Review of Literature (4-6 pages)

- Present the result of previous research of previous relate to you study topic, organized by the key variable in your study. A conceptual model showing the relationship among variables related to your research problem can also be included.
- For survey research or other quantitative study, Chapter 2 indicates the theory upon which the study is based. Qualitative studies usually build the theory rather than apply or test theory. Thus, in these studies less attention is given to theory in Chapter 2.
- Provide the rationale for hypotheses (if stated)

9. Procedure or Methodology (2-4 pages)

- Describe in details the step-by-step procedure used in collecting and analyzing data.
- Possible section of chapter 3 includes research design, subject selection, instrumentation, data collection, data analysis, chapter summary and others. Talk with your advisor about adjustments in this chapter if you are undertaking a qualitative study.

10. Findings (page length varies based on study, usually 4-7 pages)

- Report all the results obtained, including appropriate statistic and description of data.
- Include facts only – what was found with explanation, but not interpretation or conjecture by the researcher.
- Is organized and written around objectives of the study (research question or hypotheses)

11. Summary and Conclusion (typically 3-5 pages)

- Briefly summarizes intent, procedures and findings of study.
- States conclusion based upon findings (first point in paper where the researcher is allowed to include his or her own interpretation)

- Describe how the findings support or refute related studies (Implication for Current knowledge)
- Describe implication of findings of those groups affected by the program/findings (Implication for practice).
- Includes recommendation for practice upon findings and conclusion.
- Includes recommendation for further research.

12. Appendices

- Includes copies of all corresponding, instrumentation, and other written communication used in carrying out research.
- Includes special list (i.e., expert panel members, etc.).

13. References

- Includes complete bibliographic information for all references cited in the text (use accepted style manual, such as APA)

Chapter 1-3 above constitutes the thesis research proposal. In writing the proposal, verb tense is future tense (e.g., ‘will be”). Note that specific rules apply to verb tense. With few exceptions, past events and past research/writing should be described using past tense verbs. Past tense that still continued should be described using present perfect tense (e.g., “has been”). Present tense is used only to describe the contents of a table or section in the thesis itself and when stating conclusion. The use of “it” and “there” to begin sentences should be avoided, unless “it” clearly refers to a preceding noun.

The Supervisor will use the following rubrics to grade the thesis paper:

Senior project report will be assessed on the following basis:

Criteria	Marks
Senior project proposal	10%
Progress meeting	20%
Thesis paper	50%
Thesis defense	20%

The supervisor will use the following rubrics to grade the thesis paper:

Criteria	Marks
Report structure	10%
Literature Review	10%
Usage of Relevant Theories	5%
Methodology	15%
References	10%
Data Analysis and research findings	20%

Supervision

You will be supported through the thesis by an academic supervisor. You will be advised by your Programmed Director or thesis co-coordinator of the process by which your programme either allocates academic supervisors or students seek a preferred academic supervisor. The academic supervisor will ideally have background expertise in your area of study. However, this may not always be possible and you may be allocated a supervisor with more general subject knowledge. Regardless of the subject background of the supervisor, the academic supervisor will understand the research process. Where a 'non-expert' academic supervisor is appointed you will still, under the guidance of your academic supervisor, be able to consult with a subject expert. The extent of that subject expert's input will usually be limited to advice about the literature review.

Role of Academic Supervisor

The academic supervisor performs many functions and is there to facilitate and not to lead, hence the responsibility for the quality and content of the report is entirely on the student. The supervisor role includes the following:

1. To advise the student whether or not the project appears to be feasible and the possible risks that may be involved, for example problems in trying to access information, potential poor response rates to surveys concerning commercially sensitive issues.
2. To assist the student in tailoring the proposal to the time and other resource constraints.

3. To assist the student at the outset in finding useful and relevant reading material and appropriate academic framework within which to place the topic.
4. To advise on the choice of suitable methodological approach (es).
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Responsibilities of the Student

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2. To write the dissertation in a good standard of clear English using appropriate academic terms and citation and referencing conventions. It is not the responsibility of the supervisor to ensure that this condition is met.
3. To write the report with guidance from the supervisor. The dissertation and research work must be your own. The report is to reflect the students understanding and research abilities, not that of the supervisor.
4. To inform the academic supervisor of any absence (sickness, personal, family visits, holidays, work experience) during the time nominated for working on the dissertation. If during the preparation of the report, the focus and direction of the report changes substantially from that outlined in the Proposal Form then the student should immediately discuss this with your academic supervisor.

Supervisor Meeting Schedule

Students are allocated up to a maximum of five formal meetings with their academic supervisor across the duration of the dissertation. The purpose of these meetings is to discuss progress and resolve any difficulties. You will be expected to take a proactive approach to these meetings and bring material or options to be discussed rather than expect your supervisor to say what should be done next. Initial meetings to discuss topics and planning will usually be scheduled by the academic supervisor. Responsibility for scheduling the remaining three meetings will be with you.

Layout, Style and Writing Suggestions

Word count: 12000 to 15000. Excluding abstract, references i.e. main text only.

Paper Size: A4

Margin Settings: Top 2.54cm Bottom 2.54cm

Left 3.17cm Right 3.17cm

Gutter 0cm Gutter Position Left

Line spacing: One and a half spacing (1.5) not single or double.

Page Numbering: For sections from Acknowledgements to start of

Main Text page number format is i) ii) iii) ..and so on continuously

For Main Text page format is 1,2, 3 and so on continuously

With position on page centred aligned.

Text: Times New Roman

Font: 12 point font

Alignment: Justified

Internship/Senior project Layout

Front cover: Required

Acknowledgements: Required

Abstract: Required

Table of Contents: Required

List of Figures: Required (Note all figures in the main text must be numbered, titled and attributed)

List of Tables: Required, (Note all tables in the main text must be numbered, titled and attributed)

Main text: Chapter title, bold, outlined numbered.

Chapter & Section: Start each chapter on new page

Section title , bold, outlined numbered e.g. 1.1,

Sub section title, outlined numbered e.g. 1.1.1

List of references: APA format preferred

Appendices: Appendix title, bold, outlined numbered e.g.

Appendix 1, start each Appendix on new page.

Number of copies: Three hardbound copies,

Word or pdf format.

Assessment Criteria for Project Work: (Documentary, TVC, Short Film)

A student may take up audio-visual project work from the following,

- Short Film – Fiction/ Non-fiction (15 – 30 Minutes)
- TVC (3 TVCs for 3 separate products)
- Music Video (for 2 songs)

Other innovative audio-visual content such as Web Series

Production 60%

Project Report 20%

Viva 20%

Explanation of Production Criteria

Production Criteria	Marks
Concept	10%
Narrative Structure	15%
Lighting and Camera	10%
Sound	10%
Editing	15%

