

University of Dhaka
Faculty of Business Studies
Department of Marketing
BBA and MBA Internship Guidelines

BBA and MBA students may submit either an internship report or an independent research-based report. The student must complete it within 3 months, or as advised by the department. If there is any rule regarding who may pursue an independent research-based report, only the selected students should ideally be permitted to conduct the respective research. Two detailed guidelines are provided below for both internship report formats.

Preliminary Pages: These pages are the same for both internship report formats.

- I. Title Page (It includes the title of the research report, student name and ID, Program (BBA/MBA), Department, name of the University, name of the supervisor, supervisor's designation, and submission date (see attachment 1 for format))
- II. Letter of Transmittal
- III. Supervisor's Certificate
- IV. Declaration by the Student
- V. Acknowledgement
- VI. Executive Summary
- VII. Table of Content
- VIII. List of Tables
- IX. List of Figures
- X. List of Abbreviations (if needed)

Formatting and Structuring Guidelines for Internship/Thesis Report

Component	Guidelines
Font Style	Times New Roman
Font Size	12-point for main text, 14-point bold for chapter titles, 12-point bold for section headings.
Line Spacing	1.5 line spacing for the main text. Single spacing may be used for quotations, tables and references. One line space between paragraphs.
Margins	Top: 1 inch, Bottom: 1 inch, Right: 1 inch, Left: 1.25 inches (for binding).
Text Alignment	Main text should be justified.
Page Numbering	Preliminary pages use Roman numerals (i, ii, iii). Main chapters use Arabic numerals (1, 2, 3). Page numbers should be placed at the bottom center or bottom right.
Chapter Title Format	Chapter titles should be in bold, uppercase letters, centered on the page. Example: CHAPTER 1: INTRODUCTION.
Section Headings	Section headings should be bold and aligned left. Subsections need to be numbered (e.g., 1.1., 1.2.). Use hierarchical numbering for sections and subsections (e.g., 1., 1.1., 1.1.1.).
Tables and Figures	All tables and figures should be numbered sequentially according to its chapter number and chapter-specific sequence (e.g., Table 3.1, Figure 2.1 then Figure 2.2) and properly titled. Sources must be cited below the item. If the table or figure is developed by the student then mention 'Author's construct' as source. Students must not use unnecessary charts and graphs, and should remember that ideally, graphs and charts should be used to show relationships among three or more variables.
Citation Style	Use a consistent referencing style throughout the document, APA 7 is preferred. Possibly use referencing tools (e.g., Endnote, Cite this for me, Grammarly)
References	In addition to the in-text references, the detailed list of references should appear at the end of the report in alphabetical order.

Appendices	Supporting documents such as questionnaires, additional tables, or internship certificates/offer letter should be placed in the appendix section and numbered accordingly.
Page limit/word count	While it depends on the topic, a reasonable main body (e.g., Introduction to conclusion) text must exceed 50 pages.

A. Internship Report Content Outline

Chapter 1: Introduction (Approx. 10% of the overall report)

- Background
- Objectives
- Scope
- Methodology
- Limitations

Chapter 2: Organizational Overview (Approx. 10% of the overall report)

- History/evolution of the organization
- Mission, vision, and core values
- Organizational structure
- Products or services

Chapter 3: Internship Activities and Job Responsibilities (Approx. 20% of the overall report)

- Introduction to the department I worked for
- Description of tasks performed
- Learning outcomes
 - Skills developed
 - Professionalism learned
- Observations about workplace practices

Chapter 4: Putting my theoretical knowledge to the test (Approx. 50% of the overall report)

- Problem statement I tested
- Overview of the literature
- Data collection methods
- Key findings
- Analysis and interpretation

Chapter 5: Recommendations and Conclusions (Approx. 10% of the overall report)

- Recommendations for the organization
- Recommendations for the students on industry readiness
- Learning reflections
- Conclusion

- I. References
- II. Appendices (e.g., Survey questionnaires (if used))
- III. Attachments
 - Internship certificate
 - Organizational documents

B. Research-Based Internship Report Content Outline

Chapter 1: Introduction (Approx. 20% of the overall report)

- Background
- Problem statement
- Research objectives
- Research questions
- Scope and significance: Structure of the report

Chapter 2: Literature Review (Approx. 20% of the overall report)

- This chapter reviews existing academic knowledge on the topic. The section should include the conceptual background of the study variables by reviewing previous studies (journal articles, reports, books, and other recognized academic sources)
- Research gap
- Development of hypotheses (if applicable)
- Conceptual framework/model

Chapter 4: Methodology (Approx. 20% of the overall report)

- Research design (Nature of the study: exploratory, descriptive, explanatory)
- Data sources (Primary data and/or Secondary data)
- Sampling design (Population, Sampling method, Sample size with justifications)
- Data collection methods (survey, interview, observation, whatever applicable)
- Measurement of variables
- Data analysis techniques (Statistical tools e.g., regression, correlation, factor analysis using software SPSS, Stata, Excel, etc., and/or appropriate qualitative analyses)

Chapter 5: Analysis of the Findings (Approx. 30% of the overall report)

- Respondent profile/sample characteristics
- Descriptive statistics
- Reliability and validity tests (if applicable)
- Hypothesis testing / analytical results
- Interpretation of findings
- Discussion of results

Chapter 6: Implications and conclusions (Approx. 10% of the overall report)

- Theoretical implications
- Managerial implications
- Limitations of the study and suggestions for future research

References

Appendices: Survey questionnaire and/or interview schedules, observation schedule, additional tables and figures.

Procedures to follow

Proposal Submission and approval

The student must discuss possible report topics with the supervisor and obtain formal approval before starting the project. To obtain approval, students must submit a short proposal, including a brief explanation of the following:

- Topic title
- Objectives
- Data sources
- Methodology

The approved proposal must be used as a document to match for the final submission.

Progress Meetings

Students must maintain regular communication with their faculty supervisor throughout the internship period. Students should document supervisor feedback and incorporate it into their report.

Recommended feedback schedule

Week	Progress/submission
Week 1–2	Discussion to finalize a topic, proposal submission, and approval
Week 3-5	Organizational review, Literature review, Methodology, working draft sharing
Week 6–9	Internship activities/project/data collection/analysis, discussion, working draft sharing
Week 10-11	Working draft sharing, draft compilation
Final week	Report review, submission for AI and plagiarism check, and revisions for final submission

Supervisor-student meetings may take place through:

- In-person meetings: preferably four to five times. Email communications with feedback in track change mode (if possible)
- Online meetings (in case of necessity only)

Support from the department

- Students can use a template for an internship application letter provided by the department to submit it to the respective potential organizations/institutions. Only one copy will be provided, and students can copy it to submit to multiple organizations. The body of this template remains the same, except for the receivers' details, which students can add as needed.
- Students must submit the final soft copy of the report to the computer laboratory for AI detection and plagiarism check. After receiving the plagiarism and AI check reports, students should attach them to the end of the final report.
- Each student can submit for AI detection and plagiarism check a maximum of 2 times to make sure the similarity rate and AI detection are below 20%. Failing to meet this criterion will result in retaking the internship program in the next semester.