



# NORTH SOUTH UNIVERSITY

Bachelor of Business Administration

Guideline for BUS498: Internship



## 1. Internship

An Internship is a supervised, temporary work engagement undertaken by a student within an organisation. Its primary aim is to facilitate the student's transition from academic life to a professional career. It also provides an opportunity for career exploration and development, as well as the acquisition of new skills. Interns are assigned to academic supervisors, and at the end of the internship period, they are required to submit a report to the supervisory panel for evaluation. Since an internship is considered a full-time employment engagement for a trimester, students are generally not permitted to enrol in any courses while undertaking their internship. Students must complete 112 credits to be eligible to enrol in Internship (BUS498).

## 2. Internship Report

Students enrolled in BUS498 (Internship) are required to prepare and submit a business report that addresses a real business problem or issue relevant to their internship organisation. The report should demonstrate the student's ability to apply theoretical knowledge to practical business contexts, communicate findings effectively, and maintain professional standards of presentation and academic integrity. The report must be written in a clear, coherent, and professional manner, adhering to the prescribed formatting and structural guidelines outlined below.

## 3. General Guideline

### (i) Approval of Business Problem or Research Topic

- Each student must work on a topic that has been formally approved by their assigned academic supervisor.
- The selected topic should be aligned with the internship organisation's operations or management practices.
- Students are encouraged to identify topics that address practical organisational challenges, emerging business issues, or industry trends that offer potential for meaningful analysis.

### (ii) Supervisor Meetings and Consultation Requirements

- Students must attend at least two meetings per month with their academic supervisors—either online (e.g., Google Meet or Zoom) or on campus.
- A minimum of six meetings in total must take place during the internship period.
- Each meeting must be documented by the student, noting the date, key discussion points, and supervisor's feedback. A signed Meeting Log Sheet may be required as supporting evidence at the time of final report submission.

### (iii) Progress Review and Feedback

- During each supervisory meeting, students must present their latest progress on the internship report.
- Students should actively seek feedback from their supervisors and incorporate it into their subsequent work to ensure continuous improvement in the report's content and structure.
- Failure to demonstrate consistent progress may result in reduced evaluation marks or rejection of the final report.

**(iv) Communication and Professional Conduct**

- All communications with supervisors should be conducted in a respectful, professional, and timely manner, preferably through email.
- Students are expected to check their university email regularly and respond promptly to supervisor instructions or feedback.
- Unauthorised absence from scheduled meetings or unresponsiveness will be reported to the concerned Department Chairpersons or the BBA Programme Director and may negatively impact the final evaluation and grading.

**(v) Adherence to Ethical and Academic Standards**

- Students must maintain academic integrity in all stages of their internship report preparation. Plagiarism, contract cheating, data falsification, and the use of artificial intelligence will be treated as serious academic offences and dealt with under the University's Academic Integrity Policy.
- If data are collected from an organisation or human participants, students must ensure confidentiality and ethical handling of all information.

**(vi) Submission and Evaluation**

- The final internship report must be submitted by the stipulated deadline and conform to the prescribed structure and formatting guidelines.
- Reports that lack supervisor endorsement or evidence of regular supervision may not be accepted for evaluation and grading.
- Evaluation will be based on the quality of analysis, depth of reflection, academic writing standards, supervisory feedback integration, and timeliness.

**(vii) Time Extension and Incomplete Grade Policy**

- Students who are unable to complete their internship report within one trimester must formally apply to their supervisor for a time extension and an 'I' (Incomplete) grade. The application must clearly state the reason for the request.
- Approval of the extension and 'I' grade is entirely at the discretion of the supervisor, based on the validity of the reason and the student's overall progress and engagement.
- If the 'I' grade is granted, the student will be allowed maximum one additional trimester (4 months) to complete and submit the report in full compliance with all requirements.
- Failure to submit the report within this extended period will result in the 'I' grade automatically converting to an 'F' (Fail) grade. The student will then be required to re-register for BUS498 in the subsequent trimester.

**4. Report Formatting**

- Font & Size: Arial (11) / Helvetica (11) / Times New Roman (12)
- Line Spacing: 1.5
- Margins: 2.54 cm (1 inch) on all sides
- Submission: In PDF, submitted through email, or in the Canvas portal as per the instructions of the supervising faculty member.

## 5. BUS498 Internship Report Structure (25 - 35 pages)

### Preliminary (5 - 6 pages)

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#### Cover / Title Page (1 page)

Essential identifying information (e.g., student name, ID, supervisor's name, section, report title, date of submission, etc.)

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#### Letter of Transmittal (1 page)

A short formal letter addressed to your NSU internship supervisor and internship organisation, explaining the purpose of submitting the report and seeking feedback.

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#### Acknowledgement (1 page)

A brief personal note expressing gratitude to those who supported or guided the preparation of the report (e.g., supervisors, institutions, organisations, respondents, etc.).

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#### Executive Summary (1 page)

A concise summary that presents the report's purpose, methods, major findings, conclusions, and recommendations, presented in multiple paragraphs. This should be clear enough to give a complete overview to a reader who does not read the full report.

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#### Table of Contents (1-2 pages)

- Lists all sections and subsections with page numbers.
  - Separate lists showing figure and table titles with page numbers.
  - The lists should be formatted consistently with headings used in the main report.
  - List of Abbreviations / Glossary (if applicable) to define key acronyms, abbreviations, or specialised terms used in the report.
  - The Table of Contents must be accurately cross-referenced and hyperlinked to all corresponding sections throughout the document, enabling readers to navigate the desired section seamlessly.
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### Main Body (18 - 24 pages)

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#### Chapter One - Introduction (About the Internship) (7-8 pages)

This chapter provides the following information about your internship and the organisation where you undertook it.

- i. Provide relevant information about the organisation, e.g., its type, size, industry, business focus, etc. Explain why you chose this particular organisation.
  - ii. Reflect on your internship experience. Describe your position, office setting, work environment, and your day-to-day duties and responsibilities as an intern within the company.
  - iii. Highlight the specific aspects you learned, the skills you applied in performing your tasks, the new skills you acquired, and the contributions you made to the company.
  - iv. Highlight the aspects you liked and disliked about your internship at the organisation.
  - v. Discuss how you could have performed better and how the organisation could have utilised your skills more effectively.
  - vi. Relate your academic knowledge and classroom learning to your internship roles and responsibilities, explaining how theoretical concepts were applied in practice.
  - vii. Provide a concise overview of your intended next steps and future career goals.
  - viii. Discuss the technical and interpersonal skills you wish to develop at this stage to enhance your employability and support your long-term career progression.
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## Chapter Two - Business/Organisational Problem Identification (2-3 pages)

The research topic needs to be a real business/organisational problem/issue relevant to your internship organisation. Choose a research topic upon consultation with your academic and organisational supervisors.

- i. Research title.
- ii. Research objective or purpose.
- iii. Research context or background of the study.
- iv. Research question(s) or problem statement(s).

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## Chapter Three - Methodology (2-3 pages)

- i. Type of research (e.g., descriptive, analytical/interpretative, exploratory, investigative, feasibility, etc.).
- ii. Research design (e.g., qualitative, quantitative, or mixed).
- iii. Data type (e.g., primary, secondary, or both).
- iv. Appropriate methods for sampling, data collection, and data analysis (where applicable).

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## Chapter Four - Findings and Discussion of Results, Recommendations (6-8 pages)

- i. Indicate the key findings or most significant results.
- ii. Discuss the insights obtained and implications.
- iii. Provide recommendations where applicable.

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## Chapter Five - Conclusion (1-2 pages)

An excerpt of the report that presents the research objectives and key findings, highlights the broader implications and limitations of the study, and suggests directions for future research.

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## End Matter

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### References (1-2 pages)

APA or Harvard style of referencing with in-text citations.

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### Appendices

Supplementary materials such as questionnaires, interview transcripts, charts, detailed data tables, or additional documents that support the report but are too lengthy for the main body.

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## 6. Remarks

The internship programme represents a significant milestone in the NSU BBA curriculum, bridging academic learning with professional experience. Students are therefore expected to approach their internship with sincerity, accountability, and enthusiasm, recognising it as an opportunity to apply theoretical knowledge in real organisational contexts. By adhering to these guidelines and maintaining regular communication with their academic supervisors, students will not only fulfil the academic requirements of BUS498 but also strengthen their employability, analytical ability, and professional ethics.

The BBA Programme wishes all students the very best in successfully completing their internship and in embarking upon a rewarding and fulfilling professional journey ahead. May this experience serve as a foundation for lifelong learning, growth, and achievement.

## 7. BUS498 Internship — Assessment Criteria

Crieteria	Description	Weight (100%)
Internship Report	Structural coherence, quality of the business/ organisational research topic, methodological clarity, rigour of data analysis, quality of findings, discussion and recommendations.	50%
Formatting & Submission	Compliance with report formatting and submission guidelines, and adherence to ethical and academic standards.	10%
Supervision & Progress	Fulfilment of the supervisory meetings and progress requirements outlined in the guidelines.	15%
Exit Assessment Test	The examination, consisting of 120 MCQs (80 from core courses and 40 from major courses), will be administered by the SBE Assessment Coordinator. The test scores will be shared with the internship supervisors prior to the grade submission deadline.	15%
Employer Satisfaction Survey	The survey must be completed by the intern's supervisor at the organisation where the internship was undertaken. The completed survey should be returned in a sealed envelope to the NSU Career and Placement Centre (CPC). A copy of the survey will then be provided to the intern for submission to the faculty supervisor.	10%

## 8. BUS498 Internship — Grading Rubric (100 marks)

Criteria	Weight (%)	Excellent (A) (90 - 100%)	Good (B) (80-89%)	Satisfactory (C) (70-79%)	Poor (D) (60-69%)	Unsatisfactory/Fail (0-59%)
Internship Report	50%	Excellent topic and outstanding analysis; integrates all components of the report writing guidelines; coherent, well-structured, and professionally written with almost error-free language.	Strong analytical and structural quality, integration of most components of the report writing guidelines, and only minor errors in writing.	Moderately written report with mediocre analysis, several grammatical and structural errors, yet acceptable overall.	Poorly written report with weak analysis, omission of several components of the report writing guidelines, and clear evidence of minimal effort.	Incomplete work with little or no evidence of compliance with the internship guidelines; learning attempts are directionless and fragmented.
Formatting & Submission	10%	Perfect adherence to all formatting requirements; properly submitted in PDF; error-free application of APA/Harvard referencing.	Minor formatting inconsistencies; well-presented report with accurate and consistent referencing, contains only a few citation errors.	Noticeable formatting problems; acceptable presentation but several errors in layout or referencing style.	Multiple formatting errors and inconsistent or inaccurate referencing throughout the report.	Major formatting deficiencies; improper submission, very poor or no referencing.
Supervision and Progress; Professional Conduct	15%	Attended all six+ meetings on time, improved consistently by applying all supervisory feedback, professional and responsive.	Missed one or two meetings, applied most supervisory feedback, maintained good communication overall.	Irregular attendance, missed most supervisory feedback, and delayed responses with an informal tone.	Rarely attended meetings, ignored supervisory feedback in general, unprofessional communication.	No communication with the supervisor, unresponsive.
Exit Assessment Test	15%	As per the exam score administered by the SBE Assessment Coordinator.				
Employer Satisfaction Survey	10%	Completion and submission of the employer's survey through the CPC in accordance with the prescribed procedure.				

## Title of the Internship Report

Prepared by  
Student's Name  
Student ID  
Enrolled Trimester

Prepared for  
NSU Faculty Member's Name  
Designation, Department

Internship Organisational Supervisor's Name  
Designation, Department, Company Name

Date of Submission

Bachelor of Business Administration  
School of Business and Economics  
North South University

## Sample Letter of Transmittal

[Date]

To

The Name of the Faculty Member

Designation

Department

North South University

Subject: Submission of my BUS498 Internship Report

Dear Sir/Madam,

With due respect, I am pleased to submit my internship report titled '\_\_\_\_\_', prepared as a partial requirement for 'BUS498: Internship' under the Bachelor of Business Administration (BBA) programme at North South University.

This report has been prepared by following the guidelines provided, and is based on my internship experience at [Name of Organisation] from [Start Date] to [End Date]. The report reflects my effort to apply my knowledge gained at the university to practical business operations within my internship organisation.

I sincerely thank you for providing the opportunity to undertake this internship programme under your supervision, which has greatly contributed to my academic and professional development. I also express my deepest gratitude to my organisational supervisor [Name] for his continuous guidance and valuable feedback throughout the process.

I hope that this report meets your expectations and serves the intended academic purpose.

Yours faithfully,

[Signature]

[Student's Full Name]

ID No.:

Bachelor of Business Administration (BBA)

North South University