



# American International University – Bangladesh (AIUB)

Faculty of Business Administration

## *Format Of FBA Student Term / Internship Report for Summer 2019-2020*

### **A. About the Report**

#### **1. Brief Introduction**

- i. In the event that a practical internship is not forthcoming, due to the current pandemic, it is suggested that students consider doing online fact-finding and research work. The ensuing report at the end of this should be of at least 30-40 (?) pages.
- ii. The new format could also be viewed as a “Term Report”, which require students to adopt a more analytical approach, falling short of an actual Research Report.
- iii. Possible topics could be numerous ---but the thrust should be to test the student on their ability to collect data and, more importantly, to analyze the same.
- iv. Data will be published or secondary data.

#### **2. Choice of topic**

- i. The choice could be varied and may include, but not limited to, the following:
  - a. Impact of the current lockdown, either on the economy as a whole or some particular sector or industry.
  - b. On the basis subjects studied, prepare suggestions on how to organize a workplace in the post pandemic era. (This one could be relevant for Management, HR, Operations Management students)
  - c. Analyzing the structural strengths and weaknesses of the country’s economy and the way it has grown over the past, say, 5 years.
  - d. Topics related to interpretation of economic data – websites such as Bangladesh Bank, Data.gov.bd etc. are excellent sources of data. (could be appropriate for Accounting, Finance, Economics students)
  - e. In depth financial analysis of organizations (many organizations these days have latest accounts on their websites)
  - f. Capital Market analyses
  - g. Topics on digital marketing in these days of lockdown
  - h. Etc.....

#### **3. Rationale of the Study**

- i. Why are you proposing this topic ?
- ii. What is the relevance of this to you as a student, your Major and in your future career?
- iii. What contributions can it give to the Faculty of Business Administration or to the university as a whole?

#### **4. Objectives of the Study**

(These are the purpose or intent of the study which are expected to be achieved or attained at the end of the study.)

- i. Broad/General Objective (1 or 2 statements only)
- ii. Specific Objectives (should harmonize or consistent with the statement of the problems)

#### **5. Limitation of the Study**

(What not to be included in the study in order o clarify and pre-empt expectations which are not dealt in the study.)

#### **6. Statement of the Problems**

- i. Basically what is the issue to be addressed in your study?
- ii. And what are the specific questions to be answered by your findings?

#### **7. Methodology of data collection (Source(s) of data for your Study)**

- i. In view of the lockdown, source of data could either be the internet sites or personal connections in companies. Note: This is where the Faculty could play an important role, by assisting in the communication between the interns and companies
- ii. In view of the mode of data collection , it is imperative that ALL sources (website address etc.) be mentioned in your report

#### **8. Analysis and Interpretation of the Data**

- i. Any data, however collected will need to be analyzed and interpreted .Questions which need to be answered will focus on how this data assists in understanding and solving the problems being addressed in this report.
- ii. The analytical part should include graphs etc.
- iii. The sequence of the analysis should be made based on the statement of the Problems or Objectives of the study.

#### **9. Findings of your Study**

(Specific significant findings of the study after the analysis and interpretation of the Data have been made.)

#### **10. Conclusions and Suggestions/Recommendations**

(These are specific and direct answers to the questions in the statement of the problems or objectives of the study.)

## **B. Format / presentation of the Report**

1. **Executive Summary** (Not more than 300 words)
2. **Table of Contents**
3. **Body of the Report**
4. **Review of Related Literature**
  - a. Books
  - b. Reports
  - c. Journals
  - d. Studies

(Describe the relationship of each of these documents to your study. Why did you use or cite them in your study? Avoid cut and paste.)

5. **References** (Apply the APA style.)