



SCHOOL OF COMPUTING

LORD BUDDHA EDUCATION FOUNDATION  
(ACADEMIC COLLABORATION WITH  
ASIA PACIFIC UNIVERSITY OF TECHNOLOGY & INNOVATION)  
SCHOOL OF COMPUTING

---

# POST INTERNSHIP REPORT

An Internship Placement Report Submitted in partial fulfillment of  
the requirement for the Degree of  
B.Sc. (Hons.) IT

**PA003-5-3**

Student Name: Roshan Ghimire

Student ID No.: NP000333

Intake: NP3F2009IT

Company Name: Code Vatika Pvt.Ltd

Company Address: Gaushala, Kathmandu

Academic Supervisor: Mr. Jasbir Makkar

Start & End Date: 23<sup>rd</sup> April 2020 –23<sup>rd</sup> July2020



## SCHOOL OF COMPUTING

### **Acknowledgement**

The following report for the internship program includes a description of numerous themes relating to the organization, as well as the various operations carried out and completed in the company. Code Vatika Pvt.Ltd, Gaushala, Kathmandu, hosted the internship program. The intern program was a hands-on demonstration of theory, demonstrating real-world experience while also meeting the requirements for the B.Sc. (Hons.) IT degree. The internship's goal was to familiarize us students with practical knowledge through the application of various academic information, as well as to help us clarify our professional ambitions. As a result, I completed this internship program successfully and have a summary report on it.

First and foremost, I would want to thank Asia Pacific University for providing me with this chance, as this was a mandatory program. Without the assistance and time provided by our internship coordinator, Mr. Jasbir Makkar, I would not have been able to complete my program. I'd also like to express my gratitude to E-signature and all of its members for their assistance during my brief voyage.

Finally, I want to express my gratitude to my family for being such wonderful mentors and for always being there for me and supporting me through the programming process. As a result, the entire experience has been quite memorable and beneficial to my career, which will undoubtedly be a plus in the eyes of a prospective employer.

**Yours sincerely,**

Roshan Ghimire

NP000333

B.Sc. (Hons.) IT



## SCHOOL OF COMPUTING

### Word Count

**Summary Report: 150 word count**

**Business Report: 2423 word count**

**Technical Report: 3135 word count**



## SCHOOL OF COMPUTING Summary Report

**Name:** Roshan Ghimire

**Intake:** NP3F2009IT

**Program:** B.Sc. (Hons.) IT

**Industrial Period:** 23<sup>rd</sup> April 2020 – 23<sup>rd</sup> July 2020

**Purpose of Reports:** Summarize of overall report

During my stay at Code Vatika Pvt.Ltd, I discovered a lot of things that were completely different from what I had previously learned theoretically. Working in an office atmosphere undoubtedly aided my comprehension of the real world of IT. I was able to apply all procedures and processes in order to complete a specific task in a timely manner. I was able to gain knowledge about SEO tools as well as Web development methods. Also, the amount of time available to perform a work was limited, making it a genuine challenge to finish chores in a timely manner. Overall, working at Code Vatika provided me with a wealth of expertise that will undoubtedly benefit me in the future when I work in any organization.



## SCHOOL OF COMPUTING

### Table of Contents

Chapter 1: Business Report.....	1
1.1. Introduction to the business.....	1
1.1.1. About the Company/Organization.....	1
1.1.2. Mission of Company/Organization.....	2
1.1.3. Vision of Company/Organization.....	2
1.1.4. Specification area of your involvement in the organization.....	2
1.2. The Organization.....	2
1.2.1. Products/services provided by the organization.....	3
1.2.2. Objective of the organization with respect to customer and employers.....	3
1.2.3. Organization structure.....	4
1.2.4. Geographical distribution of organization activities.....	4
1.3. The Environment.....	5
1.3.1. General nature of the market that the organization operates.....	5
1.3.2. Nature of the competition within market.....	5
1.3.3. Effect of technology within the market and how the company responds to this.....	6
1.3.4. Issues or constraints within the environment which influence the organization.....	6
1.4. The Functions.....	6
1.4.1. Finance Department.....	6
1.4.2. Operational Department.....	7
1.4.3. Administration Department.....	7
1.4.4. Administration Department.....	8
1.5. Overall Departments/Section.....	8
1.5.1. Details of activities of the department.....	8



## SCHOOL OF COMPUTING

1.5.2. Details of student's role in the activities of the department in the company.....	8
1.6. Communications/Information Technology.....	9
1.6.1. Method of communication with respect to the organization.....	9
1.6.2. Use of technology.....	9
Chapter 2: Technology Report.....	10
2.2 Projects.....	11
2.2.1 Overview of work done on optimizing the website.....	11
2.2.2 Tools used for optimizing the websites.....	14
2.3.1 Overview of work done on front end design.....	16
2.3.2 Tools used for designing front end of the company.....	17
2.4 Solutions (work done).....	18
2.5 Result of the project.....	18
Chapter 3: Conclusion and Recommendations.....	20
Appendices.....	21
Experience Letter.....	21
Recommendation Letter from College.....	26
Attendance Log Sheets.....	27
APPENDIX 1.....	31
APPENDIX 2.....	32
APPENDIX 3.....	36
APPENDIX 4.....	38
APPENDIX 5.....	39
APPENDIX 6.....	40

## Chapter 1: Business Report

### 1.1. Introduction to the business

Code Vatika Pvt. Ltd is an IT company that provides different services to the client and provides unique solutions to grab the attention from its client. The company is playing various role to attain excellence competitive business and are solving big challenges that are technically complex and mission-critical.



Figure 1 Logo of Code vatika

#### 1.1.1. About the Company/Organization

Code Vatika Pvt. Ltd is a newly opened private company founded on 2020 under the act of Nepal Government. The headquarter of the company is in Kathmandu, Bagmati having the company size of 11 to 50 employees. The company specialize in software application development, interactive website design and many other services with creative and affordable solution for small and medium to large business concerns. It have skills and experience to build functional, attractive websites at a reasonable cost. It also have a passionate, results-oriented digital marketing team. The company offer high quality and cost effective web application development. It will make sure that the company is always on high profile and up with your competitors.



## SCHOOL OF COMPUTING

### **1.1.2. Mission of Company/Organization**

The mission of the company is to provide all kind of excellence services with creative and affordable solutions and to deliver information on the people, ideas and technologies changing the world to the community of affluent business decision makers.

### **1.1.3. Vision of Company/Organization**

The main vision of the company is to give complete IT solutions and to solve every challenges that are completely complex and mission-critical and to create a better everyday life of every people.

### **1.1.4. Specification area of your involvement in the organization**

I have joined the organization as an intern in the area of Digital Marketing and Web developer application using CSS, JavaScript, Html and Bootstrap. The Company placed me with development team and taught many new things regarding various technologies and developing activities. I was also involved in making advertisement through the help of digital marketing. I learned many new things that will be really useful in coming days. I found that team work helps to facilitates ideas generation and creativity and boost our morale and motivation.

## **1.2. The Organization**

Code Vatika Pvt. Ltd is an organization which mainly focus on providing best solution to its customers. It provides full potential of the business and brand by introducing it to the digital world.it shows every possible efforts to provide an outstanding web solution that drives most potential consumers to the business. The company create a unique and intuitive website experience for the client using latest and secure language for website development and also ensure that every digital marketing goals are achieved.



## SCHOOL OF COMPUTING

### 1.2.1. Products/services provided by the organization

Here are some products and services provided by Code Vatika:

1. Web Development (Design and Development according to customer needs)
2. Apps Development (From Web Apps, Desktop Apps to Mobile (Android/IOS) development.
3. UI/UX Design (Graphic and Web design according to customer needs)
4. SEO / Digital Marketing (Search Engine Optimization and Digital Marketing your Business)

Recently, the provided products and services are

1. Polyclinic Management System: It helps in billing management, reduce operations costs and serve more patients.
2. Y-Axis International Service
3. Baluwakhani Health Care Center

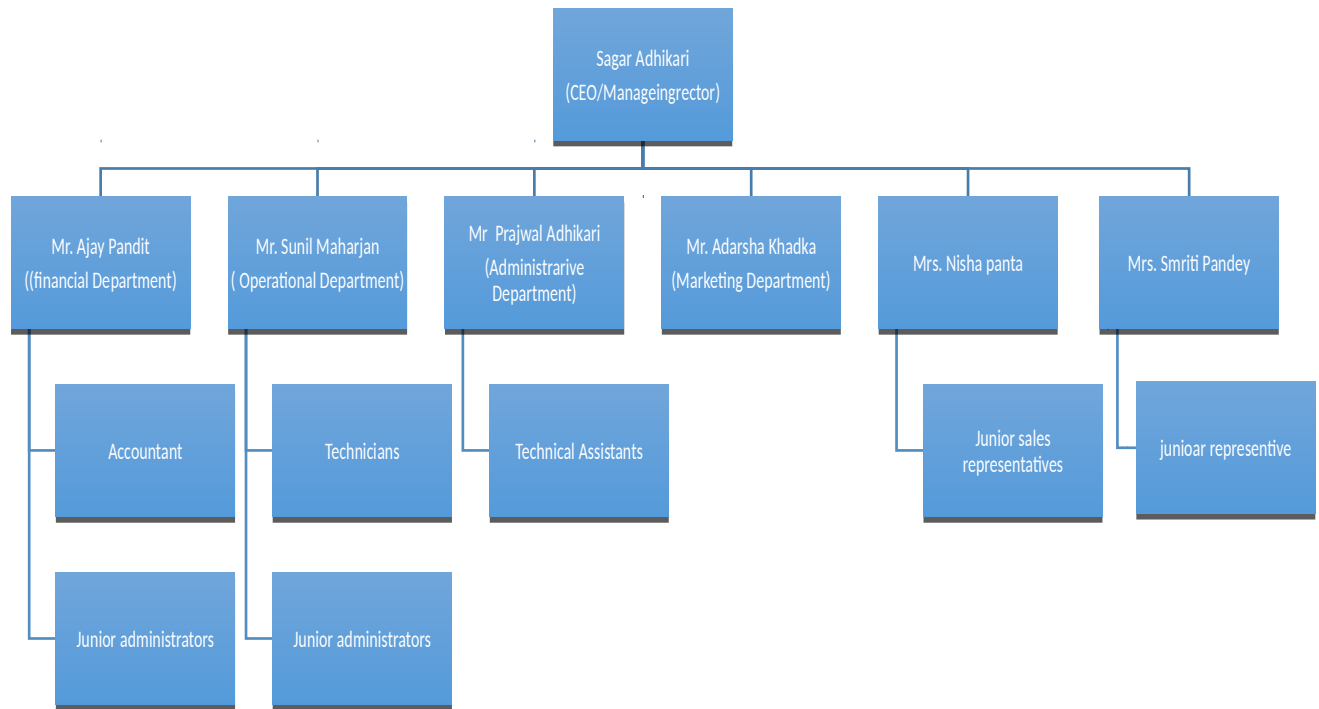
### 1.2.2. Objective of the organization with respect to customer and employers

Company believes that maintaining harmonious relation between management and labor is essential for higher productivity so it provides complete security and maintain industrial based on participation of labor in the management and gains of industry so that both personality and Quality of life of each individual is fully recognized and developed. The company also provides the facilities of bonus on every year so that every individual can live happily.

As, we know that great customer service is more than just meeting the needs of the customers. So the company focus more on its product brand where customer would love to continue buying its products and services. The company also have the facilities of such department where they can identify queries of customers, interact with customers, answer the queries of customers, and resolve service issues related to customer. It also provides exclusive discount and upgrades to customers in order to build customer loyalty.

## SCHOOL OF COMPUTING

### 1.2.3. Organization structure



**Figure 2 Organizational structure of Code Vatika**

Mr. Prajwal Adhikari, the CEO the company is responsible for controlling whole unit as well as formulating the rules and regulation. All the rules and planning must be followed by other department and should work accordingly.

### 1.2.4. Geographical distribution of organization activities

The company is serving many projects and each projects are categorize according to the department it consists of. The digital marketing Department are located in ground floor where every work related to advertisement are done. The accounting department and customer service department are placed at first floor in front phase of the office so that they can easily deal with the customers. The developers and cloud department are placed at second floor but have separate rooms to carry out the work. The marketing and procurement have separate room in ground floor. Besides this, there are two more rooms for teaching interns and employers and also have one large room for having meetings and seminars. The entire office is located in a single building but the floors are divided per requirement.

### **1.3. The Environment**

#### **1.3.1. General nature of the market that the organization operates**

Code Vatika have a dynamic entity as it operates in a dynamic business environment. It receives different resources from the surrounding and supplies its goods and services to the surrounding. The overall environment is surrounded by trees and plants and have a peaceful environment. It is exactly located in Gaushala, Kathmandu. It consists of various factors and forces like customers, competitors, suppliers, government, and the social, cultural, political, technological and legal conditions. Its main intension is to create peaceful environment so that no customer and employers should face any disturbance.

As we know that it is very difficult to find perfect environment. Likewise, there are also some disturbance but such things are not emphasizing the nature of business. Employers are fully giving their concentration on their work. The company also have garden outside the office where the employers can take break for a while.

#### **1.3.2. Nature of the competition within market**

In this 21<sup>st</sup> Century, every company and organization have a competitors selling similar products and services with a motive of achieving revenue, profit, and many other things. Code Vatika also have direct competitors that offers same products and services with the same goal. But comparing to the business product, Code Vatika is always ready to deal with the problem and are in fast and convenient process. Though the company is more expensive than other competitors, it provides qualitative product and value. It earns just enough profit to stay in business and no more rather it focuses on dealing with competitors that might bring problem in upcoming days

## SCHOOL OF COMPUTING

### **1.3.3. Effect of technology within the market and how the company responds to this**

Every business process is influenced by technology in some way. The latest technology gives both concrete and intangible benefits that will assist the company in producing results that meet client expectations. Code Vatika is constantly willing to put new technologies and innovations to the test in order to improve its goods. It is always up-to-date with the technologies they use. Although there are some drawbacks, the corporation is not scared to use these new technology. They prefer to conduct additional research before putting it into practice. They conducted a meeting or presentation once a month to explore the latest technology and their implications for the future. They are always willing to improve both large and minor systems.

### **1.3.4. Issues or constraints within the environment which influence the organization**

During my internship at Code Vatika, I had no serious concerns. Due to the prolonged lockdown, I'm having some technical and communication issues. Because every enterprise and institution uses the internet to conduct business, there has been an issue with internet services. Because the internet service was too slow from 11 a.m. to 2 p.m., I had a communication difficulty. We used services like Zoom and Slack, but there was still a lack of proper communication and conference scheduling. Because my internship was home-based, I didn't have to deal with transportation or other technological issues. I used to work from home and give it my all.

## **1.4. The Functions**

### **1.4.1. Finance Department**

In an organization, finance department have great role in acquiring funds, managing funds within the organization and also ensures efficient financial management and financial control necessary to run the organization activities. It generally carries out the activities such as planning, auditing, scheduling, forecasting and managing.

In Code Vatika, Mr. Ajay Pandit is responsible to handle the finance department. He sees every cash inflow and outflow going through organization activities. He also keeps every records and details including a monthly report and annual report. He make all necessary plans

## SCHOOL OF COMPUTING

and scheduling for every department. His team goes through every activities such as planning, auditing and so on. They provide salary on time with extra bonus to their employees.

### 1.4.2. Operational Department

For smooth run of the organization, operational department is mainly responsible. Every function and work are done by operational department so it is the key part of the success of the business. They only have the right to make a substantial impact on the goods and services. It carries out the functions of troubleshooting, assessing and so on.

Here, Mr. Sunil Maharjan is responsible for operating every function that are necessary for running the organization. He provides ample resources for both managers and employees and also assess the value of the business processes. He also carries out the work with government agencies and provide guidelines and regulation for the employees to follow. He acted as a leadership for every employee and provide best motivation to them.

### 1.4.3. Administration Department

Administration department is responsible for smooth running of the organization. Generally, we can say that it is the backbone of the company. The administration must take due steps for the successful execution of the function. It carries out the activities such as planning, organizing, directing and controlling.

In this department, Mr. Sagar Adhikari is responsible to monitor every other department as well as functions the following activities:

- It build every strategic planning to run and manage the organization.
- They motivate every employers and inspire them in team work for the better performance.
- He organizes the office by planning, directing and controlling to execute the work according to plan.
- Maintain overall structure of business in terms of performances and activities.



## SCHOOL OF COMPUTING

### **1.4.4. Administration Department**

It plays vital role in promoting the business of an organization. They are responsible to reach out to Customers, investors etc. in order to run the business in smooth way. The main function of this department is to produce marketing and promotional materials. It also carries out every internal and external communication regarding the products.

In this department, Mr. Adarsha khadka is responsible to carry out every work related to marketing. He is the head of this department. He monitor and manage every social media and also oversees outside vendors and agencies. He always led his team to work on customer and market research to find best strategy for selling the products.

## **1.5. Overall Departments/Section**

### **1.5.1. Details of activities of the department**

We can see various separate department/division such as Accounting, HR, logistics, treasury etc. in Code Vatika. They all are directly under control of CEO. Every department have separate rooms and function where they perform the tasks by working in a team. There is also good communication between every department where they can share their feeling and problems.

### **1.5.2. Details of student's role in the activities of the department in the company**

I believe I was so lucky to have an opportunity to work at Code Vatika that gives me to explore my freedom of creativity. I was placed at development department to run my internship. I was assign to complete some of task on digital marketing and web development using CSS, JavaScript, Html and Bootstrap. I should do my works on Email marketing, Online Ads, social media etc and should submit each work to my supervisor for feedbacks. One of my responsibility was concentrating on various research paper for analyzing different strategy to run the company in smooth way. I viewed through all the newspaper and online resources that would allow the activities to be scheduled. I was also said to take campaign on our affiliate site to determine problem that the company is facing from. I was given a work related to SEO where I had to create head tags and Meta description for large company. I had to look after managing the communities on Facebook, twitter and Instagram and should

## SCHOOL OF COMPUTING

replies the query of the clients. I. made pitch proposals for many brands. This worked help me to grow my skill set. Though my internship was home based due to lockdown but I learned many new things and integrated with my team for the project.

### **1.6. Communications/Information Technology**

#### **1.6.1. Method of communication with respect to the organization**

Communication is essential part in organization to get success over the project. English, Nepali and Hindi language are often used in Nepal for clarity and interpretation. There are many method of communication but the availability, benefit and drawbacks of different options are responsible for choosing communication tools. Telephone calls and emails are mostly used for communicating among employees.

Talking about Code vatika, we used to have offline communication for sharing the ideas and queries. But due to pandemic situation of Covid-19, we were not able to communicate so emails and telephone calls were mostly used for passing the information. The email system was used for official communication in Code Vatika. There were also other means such as Zoom, Slack etc for discussing problems and solutions of different projects. Many meetings and seminars were held through this communication methods.

#### **1.6.2. Use of technology**

Nowadays, we can see many technologies that are being used for communicating the ideas and information. Likewise, Zoom and Slack were used by Code Vatika for instant communication. As our country went through lockdown due to pandemic condition of Covid-19, these were the main tools used during the period. Every information about the projects were passed through these tools. Zoom was used for having meetings and seminars. Other technology such as mobile phone, visual code studio etc. were also used for sharing the information.

## Chapter 2: Technology Report

We should be hired as an intern in the organization based on the requirements. During my internship, I did a variety of tasks as I was appointed in the field of Digital marketing and web developer. During this period, I had to do many works regarding Digital marketing and Web development using html, CSS, JavaScript and Bootstrap. Nowadays Digital marketing is ruling the market. Every promotion of brands and advertise are done digitally. It just does not include emails and web based advertisement but also different text and multimedia message. Likewise SEO has become tools for ranking the position of the website. Every company want their website to be ranked properly in order to attract more customer and provide more information. Similarly talking about Web development, it is also one most require thing in an IT company. Mostly many company carries out the work related to web development. It can range from simple to plain web application depending upon the business and social network. We can find various open sources tools for web development and they are: Stack, Linux, apache, MySQL, PHP and so on. Development of technologies and tools have helped many developers for building more dynamic web sites with every features of interaction.

Through this period, I learned about many new skills and qualities. I was also aware about various tools and technologies used in Digital marketing and web development. I created some frame work for the company using Html, CSS and JavaScript. I was engaged in advertising the product using Digital marketing. I also made various monthly plan for different organization. I was also taught about various tools while running the project. I learned about many strategy and implemented those in project that were given to me. I also did SEO for the company website as my main project. I went through every research paper and tools that were used in boosting the websites to better rank.

I was given every help from my supervisor which helped me to work frequently on my work. Similarly talking about web development, they taught me about tools that were used in developing website. I designed some websites using those tools and was succeed to make it responsive too. I made many frame work for various companies and worked day to night to build my skills. I was also asked to give presentation weekly regarding the experience I was getting from the nature of the company.



## 2.2 Projects

Later on, my supervisor assigned me various project on both sector i.e. Digital marketing and Web development. Here are some of my project that I was asked to do:

1. Search Engine Optimization On Company Website
2. Search Engine Optimization On blogs and Content Writing
3. Front end design for the company

### 2.2.1 Overview of work done on optimizing the website

1. Search Engine Optimization On Company Website:

SEO plays great role in boosting the rank of the Website. We can also say that it is the process of increasing the position of company website through quality backlinks and various keywords. In today's world, every company want their website on first rank. It helps search engines to understand and present content as well as grab the intention of customer towards the product of the company.

I did many research on SEO to boost the company website. I went through many process and some of them are:

- Created unique content for target audience

Firstly, I wrote quality and unique content mainly targeting the good user experience. I did many research and read many times to avoid content, clichés and a bunch of a filler words. I provided exact information about the company and its product so that the user can get those information that they are looking for. These content helped the company in boosting the rank.

- Research on various keywords

Keywords are main things that should be taken care while writing the content. Keywords are used by visitors to search the content on the website. Here, I did research on both Transactional and Informational Keywords. I added the keyword like order, buy etc. in Transactional keyword whereas I added some phrases like apple pie baking ideas in Informational keywords. Likewise, I added long tail keywords too that

## SCHOOL OF COMPUTING

will help user to grab much better ideas of what they want. I implemented that keywords which will determine exact category name or product category. I performed many google search and saw every search term that are being suggested in order to boost the website.

### ➤ Maintained Text Structure

Text structure helps the google to find a way around more easily. The structure determines added value of the content and information. Here I maintained every necessary things such as:

- H1 header: Head tag determines the exact topic of your page to the website. I added some head tag in the content and represented them once per URL. This will help goggle to find exact word the user want to show. It also plays main role in boosting the rank of website.
- Paragraphs: I wrote each paragraph with unique and meaningful information which will help to improve in readability. In every paragraph, I have used informative sentence regarding company's products and services. All the grammatical error has been removed with the help of grammarly.
- Subheadings: I used the features of Subheading in my content in order to summarize individual paragraphs once again. The subheading headings are written in such a way that a user can immediately understand what the text content of. This will help the client to scan the website for reliable information.
- Bold and italic: Bold and italic are used to highlight the important words or phrase. I have given this features on my writing so the reader can easily understand the main theme of the content and services that the company is providing.

### ➤ Text Design and Style

Text design and Style are another factor that are responsible in ranking the position. This will help in maintaining overall structure of the website. Here, I have not used too many designs and style while writing the content. I have rather focus on simplicity. I have also avoided long and large complex combination of words and several subordinates' clauses. The words such as apparently and so are used in less

## SCHOOL OF COMPUTING

amount rather I have stick to the topic. I have limited the sentences maximum of two lines and has use one subordinates clause with one main clause.

### ➤ Created meaningful page structure and navigation

Page structure and navigation are one of the main factors that should be consider while doing Search Engine Optimization. The user must use navigation and page structure while designing the websites. Here I did a lot of research and conclude that we should use a page structure that is as flat as possible.

I made a maximum of three sub directions on company website where a user can go from one page to another with a maximum of three clicks. I asked my supervisor to use breadcrumb navigation that will help user s where they are on the websites. This navigation is even faster to switch to the higher level directory.

### ➤ Made website crawl able and index able for search engine

It is necessary to make crawl able and index able to make appear in google search results. It can be easily checked with a simple google search query in order to determine its URL are already indexed or not.

Here, with the advice of my supervisor, I made our company website crawl able and index able for search engine. To make Google bot's work easier, I created a robot.txt file and XML sitemap too. I used an SSL certificate to make it more secure and reliable.

### ➤ Made the website responsive on both mobile and desktop

Every website must have features of mobile optimization. Nowadays mobile optimization has become one of important part as it influence on Google search rankings. Most of the people use their mobile rather than desktop for visiting the website. It is very necessary to make responsive website so that the user can easily read its information.

## SCHOOL OF COMPUTING

Here, with the help of my supervisor, we made the website more responsive and this was the last work done for ranking the website. I did many research and was able to learn many more things.

### 2.2.2 Tools used for optimizing the websites

My supervisor taught me about various tools while learning through Search Engine Optimization. I learned many information about these tools and grab every skills that were necessary for optimization. Here are some list of tools that were used for optimizing the websites:

1. Ahrefs ( SEO keyword tool)

It is mostly used online tools as it provides best features and Qualities for ranking the websites. The keyword tools of Ahrefs easily highlight what parts of the website need improvement to rank faster in search engine. It also helps to find niche and fix broken links on the company website. These keyword tools shows every sites that have back linked to our competitors.

2. Google Search console:

It is another tools that I used while optimizing the websites. Google Search console helps in monitoring and reporting the company websites in Google SERP. We have just go through a code and can submit our sitemap for indexing. It teaches us about how both google and users view the website and also provide better performance in Google search engine. They are especially more useful for newly build website as it easily lets owner submit his web pages for search indexing.

3. SEMRush ( Marketing SEO Tools)

Marketing SEO tools also plays vital role in today's digital worlds. It easily give permission to assess the ranking as well as helps in identifying changes and new ranking opportunity. It's one of the best features is Domain vs Domain analysis that will allow us to easily compare our website to other competitors. It allows better

## SCHOOL OF COMPUTING

understand of the websites search data. The features of On-page SEO checker easily monitors the rank and provides many recommendation on improving websites performance. This tools also have the features of organic traffic insights that will allow to see every leading article with one dashboard containing related keyword, Social shares and so on.

### 4. KW Finder ( Keyword tool)

The KWFinder helps in finding every long tail keywords which have lower level of competition. Generally, these tools are used to search the perfect keywords. This will also let to run analysis reports on both backlinks and Search Engine Result page. Its Ranker tools are used to determine the ranking while tracking the improvement on key metric. It automatic generates ton of new keywords that will help in boosting the rank of website even higher. It does not only shows the information that are being searched but also pulls every suggestion for related keyword.

### 5. Moz Pro (SEO Software)

It is one of the best SEO tools that are mainly used by experts. It is also known as the powerhouse of keywords that provides full service. It allows great insights of performance of website as well as provides clues on improving the things. Its main features is that it contain MozBartools which can be easily be downloaded to view websites metrics while browsing each page. It also contains page optimization features that exactly give information to improve SEO in each page of the website. It shows various option of keywords on page title and add various image with a keyword alt tag.

### 6. Keyword Everywhere ( Keyword tools)

Keyword Everywhere is based on SEO Chrome extension where it aggregates various data from different SEO tools like Google trends, Search Console and so on. They were really useful to find best trend keyword to rank the website. It is one of the free

## SCHOOL OF COMPUTING

SEO tools where the user should not spend money on it. It helps to determine the best keywords for the website which will help to save the huge amount of time. This tool allow the user to view each monthly keyword search volume and make more easy for user as it generates the result on Google. It have that facility which allow us to bulk upload lists of various keywords ad also shows all the hidden google data.

Here I did many research on above SEO tools and used it features while optimizing the websites. I went through every process and used every largest database of backlinks. I took every features and tried to implement those on the company website. I found that these tools contain main informative information that were needed while optimizing any content or information. I got many information through my department about these tools and also was taught about using those tools. They provided me both paid and unpaid SEO tools so that I could develop my knowledge and help them in boosting the website. I found many new keywords while using tools and used them to build the rank for higher level. Besides this, these tools made me focus more on other SEO tools where I can get other many knowledge that could help me to capture many more trending keywords. I learned about using those tools and also got many skills about dealing the problems regarding optimization of websites. Now, I can easily optimize informative information, contents and website with the help of SEO tools and knowledge that I have got through this research.

### 2.3.1 Overview of work done on front end design

This was another project I did during my internship on Code Vatika Pvt. Ltd. I was just said to design some front end of the company using HTML, CSS, JavaScript and Bootstrap. Though I was not given too much task on web development. I just made following things various tools:

#### ➤ Navigation bar

Navigation bar is one of the important user interface element that should be built on website. It contains the links of other section of the website. Here, I made navigation bar containing icons such as Home, about us, Services and Contacts. I linked every section to the respective icons and made it responsive on every devices.

## SCHOOL OF COMPUTING

### ➤ Slider

Slider are used to use to slideshow of various information and images on a website. It contains a revolving carousel that helps in displaying various products and photos of the company and good materials. Here, I designed a slider using features of HTML and CSS and displayed various information and photos to pass the information to the users. I also added carousel that display various image of the products.

### ➤ Content

Content part plays main role in providing information about overall features of the company. It mainly reflect exact information that the user want to show to the client or customer. Here, I have used some templates for passing the information. I have given exact information through this templates and has maintain every require things to make it look better.

### ➤ Footer

Footer are responsible for providing basic information of the company. It shows the information regarding address of the company and contact information. Here I have built feedback form in footer part so every user can give the information regarding the product. I have also added contact information of the company and also have provided the features of navigation bar at footer part too.

## 2.3.2 Tools used for designing front end of the company

### 1. Visual Studio Code

It is open source code editor that that have the features of syntax highlighter, easy deployment capabilities and so on. It can easily be downloaded for Windows, macOS etc. It makes easier for the user to use this tools and work on it as it

## SCHOOL OF COMPUTING

requires basic knowledge to run this tool. It helps in designing websites in flexible way. We can easily edit our code while developing the websites.

### 2. Chrome DevTools

These tool is widely used to develop website and allows to edit every web pages directly from Google Chrome as well as helps to diagnose problem while building better websites. Through the help of this tool, we can easily edit our HTML and CSS code and can debug those code in a real-time environment. It also have the features of Device mode to check whether the website is responsive or not. We can also find Sources panel for debugging the JavaScript and Network panel for debugging network activity and so on.

Here, during my project I have used these tools for designing front end of the websites. Though I used both tools but I found Chrome DevTools has many features than that of Visual Studio Tools. I got knowledge of many things while running these tools and was able to build my skills and qualities. I also learned many more features of Html, CSS and JavaScript. Though I did not perform much work on Web development but I got many new knowledge and idea from my supervisor.

### 2.4 Solutions (work done)

While doing my project, I faced many problems while using the tools. I was lacking knowledge about features of those tools. But my supervisor taught all the necessary things and helped me to carry out the work in appropriate way. He also provided me with various research paper where I read every element and implemented them on my work. Likewise, I was finally able to solve my problem with my hard work.

### 2.5 Result of the project

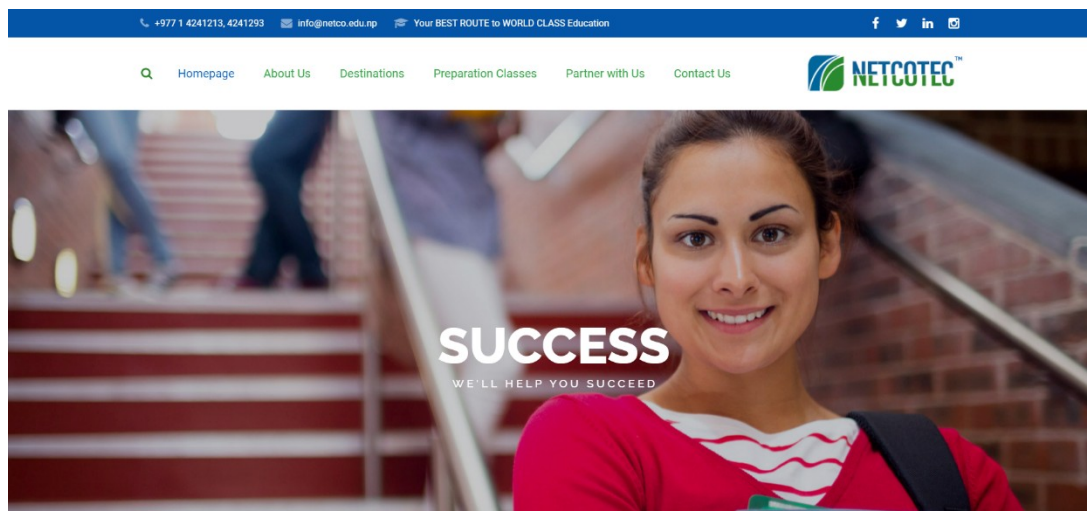
Through this internship, I have learned many new skills and qualities of the Digital marketing and Web development. Looking at the result of the projects, it made be really happy and more conscious on the work. The end result of the project was pretty amazing that our company website was be able to push higher rank in the google. I am still not believing in myself that I



## SCHOOL OF COMPUTING

finally completed the project in appropriate manner. I thought I would face many obstacle while doing the project but the advice from my supervisor made be easily solve every problem that are on the way.

The above project had inspire me and had made me a perfect employer. I learned many things from my supervisor and its whole team. The whole team were there for helping me and solved must of my problem without feeling hesitation and bored. I learned that team work is only the best way to solve every obstacle that might come while doing any problem of the projects. I can proudly say that I did my work in appropriate way and was able to success on it. My hard work made me successful in doing every activities that were given to me. Similarly, I was able to develop good communication with the client and was able to handle them with solution of their problems. This also taught me about being punctual on whole work.



**Figure 3 Front end design for Netcotec**



## SCHOOL OF COMPUTING





## SCHOOL OF COMPUTING


### **Chapter 3: Conclusion and Recommendations**

I had an incredible experience after completing a three-month internship program that was required by our university's guidelines. Knowing the ins and outs of a company, how people act and operate in a company, what a boss is like in a firm, and how to build communication and understanding with your team are all important. Before joining the organization, I had a mental idea of what it would be like to work for a large IT firm; certain aspects were familiar, but the majority were eye openers to new knowledge and experience. As a result, my skills as a digital marketer and developer have greatly improved. Working on a genuine project has given me the confidence to take on new challenges. Everything I've learned and experienced has been a tremendous blessing.

My skills as a developer improved dramatically, despite the fact that they still need to be honed. In any arena of life, doing things practically and having your hands on the ground makes a significant impact. The entire experience also helped me to gain a better idea of what I want to do with my life. With all of the assistance I've received in my working life, I've also learned how to maintain a positive personal relationship with my coworkers. When people are not team players, a project or a firm cannot progress. Working together and establishing excellent relationships outside of the organization appear to be an essential component of the company's overall sector. With all of these advantages, I would definitely recommend it.

## Appendices

### Experience Letter

 **Code Vatika Pvt. Ltd.**  
Tilganga, Kathmandu, Nepal  
Ph: 014112589 | [info@codevatika.com](mailto:info@codevatika.com)  
[www.codevatika.com](http://www.codevatika.com) PAN: 609802867

---

Date: 24/07/2021


**TO WHOM IT MAY CONCERN**

This letter certifies that Mr. Roshan Ghimire was a temporary employee in the role of Digital Marketing & Web Development Intern Placement with Code Vatika Pvt.Ltd during the period beginning 23<sup>rd</sup> April,2021 and ending 23<sup>rd</sup> July, 2021.

During his time with Code Vatika Pvt. Ltd, he has remained dedicated and loyal to his work and responsibilities with our company. His responsibilities included developing client-oriented marketing efforts, create sustainable marketing strategies, analyze data and develop front end web development. He has done an exemplary job while in this role. He has done an exemplary job while in this role. He has always maintained a professional and courteous attitude and appearance while with our company.

We wish him all the best in his future career opportunities.

Please contact us for any additional information.

Sincerely,  
  
Sagar Adhikari  
Code Vatika Pvt.Ltd

## SCHOOL OF COMPUTING Curriculum Vitae

1



### Roshan Ghimire

Naikap, Kathmandu

Cell :+977 9860478058

Email: [roshan.ghimire@study.lbef.edu.np](mailto:roshan.ghimire@study.lbef.edu.np)

### Career Objective

- Aims to take part in IT service management in a challenging work environment that embraces innovative ideas and offers opportunities for growth and a positive environment for projects.

### Course Details

<b>Degree:</b>	B.Sc. (Pursuing)	<b>Specialization:</b>	Information Technology (IT)
----------------	------------------	------------------------	-----------------------------

### Education

Qualification	Institute	University/Board	Year of Passing	CGPA
B.Sc. IT	Lord Buddha Education Foundation Campus	Asia Pacific University, Malaysia	Pursuing	
XII	Kathmandu Bernhardt College	NEB Board	2019	3.10
X	Sundarban School of Science	SLC Board	2016	3.50

### Software Skills

- Web Skills : MySQL, HTML, Java Script, CSS
- Programming : R programming, Python, C,
- Software Packages : Microsoft office, Adobe softwares, R studio

### Strengths

- Good leadership,
- Good Communication,
- Multi-tasking
- Able to work at team,
- Punctual

### Project Details

#### Major project – Hotel Management System

I made an interactive web application for hotel management. The features includes:

- User part – Here, registered user can view the hotel profile, buy rooms and request for various services.
- Admin part – Here admin can add, delete, update the products, manage the rooms and can also change the password.

#### Mini project – Website

I made a front-end website , where the users can view the events, profile, planner etc.

### Hobbies

- Listening to Music
- Watching movies/TV
- Playing games
- Travelling
- Driving

### Personal Details

Father's Name : Hari Prasad Ghimire  
Nationality : Nepali  
Gender : Male  
Marital Status : Not Married

### Declaration

- I here by declare that all the particulars given above are true to the best of my knowledge and belief.

Place : Kathmandu  
Date : 2021/03/24

Signature :

## SCHOOL OF COMPUTING

### References

1. *What Is SEO / Search Engine Optimization?* (2021, 06 17). Retrieved from Searchengineland: <https://searchengineland.com/guide/what-is-seo>
2. Adobe Experience Cloud. (2021, 06 09). *Digital Marketing*. Retrieved from Marketo.com: <https://www.marketo.com/digital-marketing/>
3. AusNep IT. (2021, 07 02). *Our Services*. Retrieved from Web Design Sydney, Melbourne: <https://www.ausnepit.com.au/>
4. Clarke, A. (2021). *SEO 2021 Learn Search Engine Optimization With Smart Internet Marketing Strategies: Learn SEO with Smart Internet Marketing Strategies*. Seattle, WA,: Amazon Digital Services LLC - KDP Print US.
5. Deiss, R., & Henneberry, R. (2020 ). *Digital Marketing For Dummies*. Toronto: John Wiley & Sons.
6. Enfroy, A. (2021, 06 19). *Affiliate Marketing in 2021*. Retrieved from Bigcommerce: <https://www.bigcommerce.com/blog/affiliate-marketing/>
7. Kingsnorth, S. (2019). *Digital Marketing Strategy: An Integrated Approach to Online Marketing*. New York: Kogan Page Limited





**SCHOOL OF COMPUTING**  
**Cover Letter**

April 12, 2021

Human Resource Manager,  
Code Vatika Pvt.Ltd,  
Tilganga, Kathmandu, Nepal

Dear Sir/Madam,

I am submitting my resume and this cover letter to express my interest in the position of Digital Marketing (Intern) in your department. I learned about this vacancy while browsing your website, and I am pleased to have been made aware of it. I am a bachelor's in information technology student in my fifth semester at Lord Buddha Education Foundation with a significant interest in the topic of social networks. Your company's internship program is exactly what I'm looking for. I am aware of the job's criteria and required skill sets, and I am convinced that I will be able to master them all under the supervision of your knowledgeable personnel. An internship with a well-known organization like yours will be a crucial step in my professional career as well as a fantastic learning environment.

My educational background, participation in IT-related training and workshops, and desire to succeed will make me a significant addition to your firm. I possess the necessary theoretical knowledge and skills for this post. I tell you that I will devote my whole attention and honesty to my job and to the success of your firm.

Please examine the résumé that is attached to this letter for more information on my educational history and skills. I am looking forward to speaking with you about the position and becoming a part of your organization. Thank you for taking the time to read this.

Sincerely,

Roshan Ghimire

[roshan.ghimire@study.lbef.edu.np](mailto:roshan.ghimire@study.lbef.edu.np)

9860478058



SCHOOL OF COMPUTING  
**Recommendation Letter from College**

**LBEP** 22  
CAMPUS YEARS  
1998-2020

**A.P.U.**  
ASIA PACIFIC UNIVERSITY  
OF TECHNOLOGY & INNOVATION

*Lord Buddha Education Foundation*  
(Academic collaboration with Asia Pacific University of Technology & Innovation, Malaysia)

Date: 19/07/2021

Ref.No. *OL/078/079*

To,  
Code Vatika  
Gaushala,  
Kathmandu

Dear Sir / Madam,

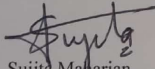
It gives immense pleasure to say that Lord Buddha Education Foundation conducts three years (6 semesters) courses on B.Sc.IT (Hons.) and BBM (Hons.) in academic collaboration with Asia Pacific University of Technology and Innovation (APU). APU is an award winning Malaysia's Premier University & APU is among the Top 10 Emerging Public and Private Universities in Malaysia.

We have been approved by Ministry of Education and these courses are recognized by Tribhuvan University. These courses introduce students with IT skills as well as latest management and strategy to cope up with industrial requirements. During these three years, students are exposed to latest technology, communication system, decision support system and many other areas. These courses involve imparting knowledge in the area of programming languages and techniques, system development, infrastructure management, finance, quantitative skills, etc.

During first year of studies, students have learnt the fundamental skills required by every IT professional, and the basic understanding of the underlying computer system through Computer Architecture, operating systems, networks and databases. During second year of studies, students have gained broader range of skills and have understood the frameworks and planning techniques for the strategic management of information systems, programming languages and techniques, and further analysis and design skills.

Apart from this, a brief profile of Mr (Roshan Ghimire) student of B.Sc.IT and his roll number NP000333 is attached for your reference.

Please feel free to contact me for any further inquiry.

Sincerely,  
  
Sujita Maharjan  
Student Support Officer  
LBEP Group of Institutions,  
Email: sujita.maharjan@lbef.edu.np

Approved by Ministry of Education, Nepal Government

Corporate Office: LBEP Campus, Opp. Maitidevi Temple, Kathmandu, Nepal, Tel: 4444356, 4424431, 4411805. Fax: +977-1-4443468. Email: info@lbef.edu.np  
Regd. Office: LBEP Campus, Wakil Tole, Janakpur, Nepal. Tel: 041 590040

Web: www.lbef.edu.np

CS Scanned with CamScanner

## SCHOOL OF COMPUTING Attendance Log Sheets

April and May

Name	Date	Time In	Time Out	Type
Roshan Ghimire	Friday, April 23, 2021	11:32 AM	6:30 PM	Intern
Roshan Ghimire	Sunday, April 25, 2021	11:05 AM	5:31 PM	Intern
Roshan Ghimire	Monday, April 26, 2021	11:12 AM	4:30 PM	Intern
Roshan Ghimire	Tuesday, April 27, 2021	10:40 AM	5:30 PM	Intern
Roshan Ghimire	Wednesday April 28, 2021	11:34 AM	6:30 PM	Intern
Roshan Ghimire	Thursday, April 29, 2021	10:35 AM	4:30 PM	Intern
Roshan Ghimire	Friday, April 30, 2021	10:45 AM	5:31 PM	Intern
Roshan Ghimire	Sunday, May 2, 2021	11:12 AM	6:30 PM	Intern
Roshan Ghimire	Monday, May 3, 2021	10:40 AM	3:30 PM	Intern
Roshan Ghimire	Tuesday, May 4, 2021	11:00 AM	4:31 PM	Intern
Roshan Ghimire	Wednesday, May 5, 2021	10:20 AM	5:30 PM	Intern
Roshan Ghimire	Thursday, May 6, 2021	10:42 AM	5:31 PM	Intern
Roshan Ghimire	Friday, May 7, 2021	11:12 AM	5:30 PM	Intern
Roshan Ghimire	Sunday, May 9, 2021	10:30 AM	6:30 PM	Intern
Roshan Ghimire	Monday, May 10, 2021	11:00 AM	5:35 PM	Intern
Roshan Ghimire	Tuesday, May 11, 2021	10:30 AM	5:36 PM	Intern
Roshan Ghimire	Wednesday May 12, 2021	11:5 AM	5:30 PM	Intern
Roshan Ghimire	Thursday, May 13, 2021	11:12 AM	5:32 PM	Intern
Roshan Ghimire	Friday, May 14, 2021	10:40 AM	5:00 PM	Intern
Roshan Ghimire	Sunday, May 16, 2021	10:30 AM	5:33 PM	Intern
Roshan Ghimire	Monday, May 17, 2021	11:10 AM	5:30 PM	Intern
Roshan Ghimire	Tuesday, May 18, 2021	10:30 AM	5:30 PM	Intern

**SCHOOL OF COMPUTING**  
May and June

<b>Name</b>	<b>Date</b>	<b>Time In</b>	<b>Time Out</b>	<b>Type</b>
Roshan Ghimire	Wednesday, May 19, 2021	10:30 AM	5:35 PM	Intern
Roshan Ghimire	Thursday, May 20, 2021	11:45 AM	5:32 PM	Intern
Roshan Ghimire	Friday, May 21, 2021	9:03 AM	5:37 PM	Intern
Roshan Ghimire	Sunday, May 23, 2021	10:40 AM	5:33 PM	Intern
Roshan Ghimire	Monday, May 24, 2021	10:40 AM	5:37 PM	Intern
Roshan Ghimire	Tuesday, May 25, 2021	9:59AM	5:35 PM	Intern
Roshan Ghimire	Wednesday, May 26, 2021	10:45 AM	5:34 PM	Intern
Roshan Ghimire	Thursday, May 27, 2021	9:42 AM	5:33 PM	Intern
Roshan Ghimire	Friday, May 28, 2021	9:44 AM	5:37 PM	Intern
Roshan Ghimire	Sunday, May 30, 2021	10:05 AM	5:32 PM	Intern
Roshan Ghimire	Monday, May 31, 2021	9:45AM	5:35 PM	Intern
Roshan Ghimire	Tuesday, June 1, 2021	9:45 AM	5:37 PM	Intern
Roshan Ghimire	Wednesday, June 2, 2021	9:58AM	5:34 PM	Intern
Roshan Ghimire	Thursday, June 3, 2021	9:46AM	4:30 PM	Intern
Roshan Ghimire	Friday, June 4, 2021	10:50 AM	6:31 PM	Intern
Roshan Ghimire	Sunday, June 6, 2021	9:3 AM	3:30 PM	Intern
Roshan Ghimire	Monday, June 7, 2021	9:35 AM	7:30 PM	Intern
Roshan Ghimire	Tuesday, June 8, 2021	9:13 AM	4:30 PM	Intern
Roshan Ghimire	Wednesday, June 9, 2021	10:40 AM	6:30 PM	Intern
Roshan Ghimire	Thursday, June 10, 2021	11:00 AM	5:35 PM	Intern
Roshan Ghimire	Friday, June 11, 2021	9:50 AM	5:36 PM	Intern
Roshan Ghimire	Sunday, June 13, 2021	11:30 AM	5:33 PM	Intern
Roshan Ghimire	Monday, June 14, 2021	9:45 AM	5:36 PM	Intern
Roshan Ghimire	Tuesday, June 15, 2021	10:30 AM	5:34 PM	Intern
Roshan Ghimire	Wednesday, June 16, 2021	11:30 AM	5:37 PM	Intern
Roshan Ghimire	Thursday, June 17, 2021	9:05 AM	5:32 PM	Intern

**SCHOOL OF COMPUTING**  
June and July

<b>Name</b>	<b>Date</b>	<b>Time In</b>	<b>Time Out</b>	<b>Type</b>
Roshan Ghimire	Friday, June 18, 2021	10:30 AM	5:30 PM	Intern
Roshan Ghimire	Sunday, June 20, 2021	10:45 AM	5:35 PM	Intern
Roshan Ghimire	Monday, June 21, 2021	9:52 AM	5:37 PM	Intern
Roshan Ghimire	Tuesday, June 22, 2021	10:50 AM	4:31 PM	Intern
Roshan Ghimire	Wednesday, June 23, 2021	9:59 AM	3:30 PM	Intern
Roshan Ghimire	Thursday, June 24, 2021	9:55 AM	5:30 PM	Intern
Roshan Ghimire	Friday, June 25, 2021	9:45 AM	5:41 PM	Intern
Roshan Ghimire	Sunday, June 27, 2021	9:56 AM	4:30 PM	Intern
Roshan Ghimire	Monday, June 28, 2021	9:36 AM	4:30 PM	Intern
Roshan Ghimire	Tuesday, June 29, 2021	9:39 AM	5:30 PM	Intern
Roshan Ghimire	Wednesday, June 30, 2021	9:43 AM	5:31 PM	Intern
Roshan Ghimire	Thursday, July 1, 2021	10:12 AM	5:30 PM	Intern
Roshan Ghimire	Friday, July 2, 2021	11:40 AM	5:30 PM	Intern
Roshan Ghimire	Sunday, July 4, 2021	10:50 AM	5:31 PM	Intern
Roshan Ghimire	Monday, July 5, 2021	9:50 AM	5:30 PM	Intern
Roshan Ghimire	Tuesday, July 6, 2021	10:45 AM	5:41 PM	Intern
Roshan Ghimire	Wednesday, July 7, 2021	9:52 AM	6:30 PM	Intern
Roshan Ghimire	Thursday, July 8, 2021	10:50 AM	5:31 PM	Intern
Roshan Ghimire	Friday, July 9, 2021	9:50 AM	5:30 PM	Intern
Roshan Ghimire	Sunday, July 11, 2021	9:35 AM	5:31 PM	Intern
Roshan Ghimire	Monday, July 12, 2021	10:50 AM	5:50 PM	Intern
Roshan Ghimire	Tuesday, July 13, 2021	9:40 AM	5:50 PM	Intern
Roshan Ghimire	Wednesday, July 14, 2021	10:00 AM	6:31 PM	Intern
Roshan Ghimire	Thursday, July 15, 2021	9:44 AM	5:30 PM	Intern
Roshan Ghimire	Friday, July 16, 2021	10:03 AM	4:31 PM	Intern
Roshan Ghimire	Sunday, July 18, 2021	10:13 AM	4:36PM	Intern
Roshan Ghimire	Monday, July 19, 2021	10:23 AM	5:31 PM	Intern
Roshan Ghimire	Tuesday, July 20, 2021	9:03 AM	6:31 PM	Intern
Roshan Ghimire	Wednesday, July 21, 2021	11:03 AM	4:34 PM	Intern
Roshan Ghimire	Thursday, July 22, 2021	10:13 AM	5:31 PM	Intern
Roshan Ghimire	Friday, July 23, 2021	11:03 AM	4:31 PM	Intern



SCHOOL OF COMPUTING



## **APPENDIX 1**

### **INTERNSHIP/INDUSTRIAL PLACEMENT REPORT CLEARANCE FORM**

This form must be given to the company supervisor for clearance. Please ensure that this form is attached to your Report.

#### **Student's Particulars**

**Name of Student:** Roshan Ghimire

**Department:** IT



## SCHOOL OF COMPUTING

**Student ID No:** NP000333

**Intake:** NP3F2009IT

**Student National ID Card No/Passport No:** 20-01-73-01170

### Company Details

**Name of Company:** Code Vatika Pvt.Ltd

**Contact Person (Supervisor):** Prajwal Adhikari

**Contact No(s):** 9851042673

### Internship/ Industrial Placement Report Clearance by Company

Signature	Company Stamp	Date

Note: If the company wishes to have a copy of the report, the arrangement is left between the company and the trainee.

## APPENDIX 2

### INTERNSHIP/ INDUSTRIAL PLACEMENT STUDENT FEEDBACK FORM

Please fill in the form diligently and ensure that it is attached at the back of your Internship Report before submission.

#### 1. General Information:

<b>Student's Name:</b>	Roshan Ghimire
<b>Student ID No.:</b>	NP000333
<b>Intake:</b>	NP3F2009IT
<b>Student National ID No/Passport No.:</b>	20-01-73-01170

### SCHOOL OF COMPUTING

<b>Department:</b>	IT
<b>Period of Placement: (Start Date and End Date)</b>	23 <sup>rd</sup> April to 23 <sup>rd</sup> July
<b>LBEF Supervisor</b>	Jasbir Singh Makkar

## 2. Feedback on Company:

<b>Company Name:</b>	Code Vatika Pvt. Ltd
<b>Company Address:</b>	Gaushala, Kathmandu
<b>Company Supervisor &amp; Contact No/E-mail:</b>	Prajwal Adhikari – 9851042673 prajwal.bibhutisolutions@gmail.com
<b>Department student was attached to:</b>	Digital marketing and Web Development
<b>Describe briefly nature of work performed:</b> I was responsible for learning and putting into practice various marketing, analytics, and SEO techniques.	
<b>Was nature of work assigned challenging?</b>	Yes
<b>If not, please elaborate:</b>	
<b>Comment briefly on level of supervision provided:</b>	
<b>Would you recommend that we continue to assign students to this company in future:</b>	Yes
<b>Suggest ways in which you think the Internship Program offered by the company could be improved:</b> Freshmen will be even more motivated if they can participate in a paid internship.	
<b>Overall, how do you rate the company in providing you with this training?</b>	Excellent
<b>If poor, please elaborate:</b>	
<b>Allowance Paid</b>	NRs.0



## SCHOOL OF COMPUTING

--	--





SCHOOL OF COMPUTING

### 3. General Feedback (optional):

**Suggest ways in which you think the Internship Program, as a whole can be improved:**

Date: .....

Student's Signature: .....

SCHOOL OF COMPUTING  
**APPENDIX 3**

**INDUSTRIAL PLACEMENT REPORT ASSESSMENT FORM**

*(To be completed by University Supervisor. Release form for the report must be provided)*

1. Student Name: Roshan Ghimire
2. Programme /Course: B.Sc.IT (Hons)
3. Student ID No: NP0003333
4. Intake: NP3F2009IT
5. Company: Code vatika
6. Period of placement: 3 months

*(Report in the Industrial Placement Guidelines for Academic Supervisor)*

CRITERIA	ALLOCATED PERCENTAGE	OBTAINED PERCENTAGE
<b>1. FORMAT</b> <ul style="list-style-type: none"> <li>Acknowledgements</li> <li>Table of Contents</li> <li>List of Tables</li> <li>List of Figures</li> <li>Conclusions &amp; Recommendations</li> <li>Appendices</li> <li>References/ Bibliography</li> </ul>	<b>10</b>	
<b>2. SUMMARY REPORT</b> <ul style="list-style-type: none"> <li>Nature of the work you have performed</li> <li>On the value of your placement in developing and extending your professional skills and competencies</li> </ul>	<b>10</b>	

**SCHOOL OF COMPUTING**

<b>3. BUSINESS REPORT</b> <ul style="list-style-type: none"> <li>• Introduction to the business</li> <li>• The Organization</li> <li>• The Environment</li> <li>• The Functions</li> <li>• The Department/Section</li> <li>• Communications/Information Technology</li> <li>• Financial Structure <b>(only if allowed by company)</b></li> </ul>	<b>20</b>	
<b>4. TECHNICAL REPORT</b> <ul style="list-style-type: none"> <li>• Introduction to the nature of your Work</li> <li>• Brief – Inclusion of complex activities/problems</li> <li>• Solutions – inclusion of fundamental principles and concepts</li> <li>• Results</li> </ul>	<b>60</b>	
<b>TOTAL</b>	<b>100</b>	

Other Comments:

---



---

.....  
 University Supervisor's Signature Name:  
 Designation:  
 Date:

SCHOOL OF COMPUTING  
**APPENDIX 4**

**INDUSTRIAL PLACEMENT ASSESSMENT FORM**  
**SECTION TO BE COMPLETED BY COMPANY SUPERVISOR**

Student's name.....  
Award Title.....  
Name of Employing Organization.....  
Name of Industrial Supervisor.....  
Start Date..... Finish Date.....

1) **STUDENT'S PROFILE**

Please rate the student's performance using the following: A=Excellent, B=Good, C=Satisfactory, D=Poor, U=Untested).

	Rating	Comments (Please fill in comments)
Attitude to supervision		
Social integration		
Motivation		
Perseverance		
Technical knowledge		
Productivity		
Capacity for teamwork		
Problem solving ability		
Communication skills - written		
Communication skills - oral		
Others (please specify)		

(\*Will be used only as a feedback and not for grading)

2) **OVERALL GRADE**

The mark awarded will used only as a feedback and not for grading.  
Please tick ONE box.

Unsatisfactory	Weak	Satisfactory	Good	Very Good	Exceptional
<input type="checkbox"/> 1	<input type="checkbox"/> 2 <input type="checkbox"/> 3	<input type="checkbox"/> 4 <input type="checkbox"/> 5	<input type="checkbox"/> 6 <input type="checkbox"/> 7	<input type="checkbox"/> 8 <input type="checkbox"/> 9	<input type="checkbox"/> 10

3) **COMMENTS - (Please continue on another sheet if necessary)**

Signature..... Date.....



SCHOOL OF COMPUTING  
**APPENDIX 5**

**INDUSTRIAL PLACEMENT ASSESSMENT FORM**  
**SECTION TO BE COMPLETED BY THE UNIVERSITY SUPERVISOR**

Student's name.....

Award Title.....

**ASSESSMENT OF THE PLACEMENT PERIOD**

The mark awarded will count towards 10% of the total for the period. Please tick ONE box.

Unsatisfactory	Weak	Satisfactory	Good	Very Good	Exceptional
<input type="checkbox"/> 1	<input type="checkbox"/> 2 <input type="checkbox"/> 3	<input type="checkbox"/> 4 <input type="checkbox"/> 5	<input type="checkbox"/> 6 <input type="checkbox"/> 7	<input type="checkbox"/> 8 <input type="checkbox"/> 9	<input type="checkbox"/> 10

COMMENTS - (Please continue on another sheet if necessary)

Signature.....

Date.....

SCHOOL OF COMPUTING  
**APPENDIX 6**

**INDUSTRIAL EXPERIENCE PART 2 (PA003-5-3)**

**INTERNSHIP ASSESSMENT FORM**

**SECTION TO BE COMPLETED BY THE UNIVERSITY SUPERVISOR**

Student's name:	Student's ID:
Intake Code:	Tutor Name:
Award Title:	

**COMPONENT 1: (This component contributes to 20% of the module assessment)**

A portfolio of work, including a log of the details of all relevant activity during the university arranged internship or a period equivalent to an internship of not less than 12 weeks, demonstrating the skills that have been developed and the contexts in which this took place.

Please tick ONE box and provide comments to justify mark.

Unsatisfactor y	Weak	Satisfactory	Good	Very Good	Exceptional
<input type="checkbox"/> Enter a mark between 0 and 4	<input type="checkbox"/> Enter a mark between 5 and 7	<input type="checkbox"/> Enter a mark between 8 and 10	<input type="checkbox"/> Enter a mark between 11 and 13	<input type="checkbox"/> Enter a mark between 14 and 16	<input type="checkbox"/> Enter a mark between 17 and 20
Comment: (Please continue another sheet if necessary)					
Signature ..... .....				Date .....	



**COMPONENT 2: (This component contributes to 40% of the module assessment)**

Please tick ONE box and provide comments to justify mark.

Satisfactory	Good	Very Good	Exceptional		
<div> <div></div> <div>Enter a mark between 0 and 7</div> </div>	<div> <div></div> <div>Enter a mark between 8 and 14</div> </div>	<div> <div></div> <div>Enter a mark between 15 and 20</div> </div>	<div> <div></div> <div>Enter a mark between 21 and 26</div> </div>	<div> <div></div> <div>Enter a mark between 27 and 33</div> </div>	<div> <div></div> <div>Enter a mark between 34 and 40</div> </div>
Comment: (Please continue another sheet if necessary)					
Signature .....			Date .....		

### SCHOOL OF COMPUTING

#### COMPONENT 3: (This component contributes to 30% of the module assessment)

An updated plan of action for seeking employment and continuing professional development, including supporting documentation such as CV and letter of application.

Please tick ONE box and provide comments to justify mark.

Unsatisfactor y	Weak	Satisfactory	Good	Very Good	Exceptional
<input type="checkbox"/> Enter a mark between 0 and 5	<input type="checkbox"/> Enter a mark between 6 and 10	<input type="checkbox"/> Enter a mark between 11 and 15	<input type="checkbox"/> Enter a mark between 16 and 20	<input type="checkbox"/> Enter a mark between 21 and 25	<input type="checkbox"/> Enter a mark between 26 and 30
Comment: (Please continue another sheet if necessary)					
Signature .....			Date .....		



## SCHOOL OF COMPUTING

### COMPONENT 4: (This component contributes to 10% of the module assessment)

A plan for securing good quality internships for future students.

Please tick ONE box and provide comments to justify mark

Unsatisfactory	Weak	Satisfactory	Good	Very Good	Exceptional
<input style="width: 50px; height: 50px; margin: 0 auto;" type="checkbox"/> Enter a mark between 0 and 2	<input style="width: 50px; height: 50px; margin: 0 auto;" type="checkbox"/> Enter a mark between 3 and 4	<input style="width: 50px; height: 50px; margin: 0 auto;" type="checkbox"/> Enter a mark of 5	<input style="width: 50px; height: 50px; margin: 0 auto;" type="checkbox"/> Enter a mark of 6	<input style="width: 50px; height: 50px; margin: 0 auto;" type="checkbox"/> Enter a mark between 7 and 8	<input style="width: 50px; height: 50px; margin: 0 auto;" type="checkbox"/> Enter a mark between 9 and 10
Comment: (Please continue another sheet if necessary)					
<div style="display: flex; justify-content: space-between;"> <span>Signature .....</span> <span>Date .....</span> </div>					

Logbook	<input style="width: 50px; height: 50px;" type="checkbox"/>		<input style="width: 50px; height: 50px;" type="checkbox"/>	
				Report
Cover	<input style="width: 50px; height: 50px;" type="checkbox"/>	Letter and CV	<input style="width: 50px; height: 50px;" type="checkbox"/>	Company Supervisor