

THE STRUCTURE OF THE INTERNSHIP I REPORT

- 1.1 During Internship I, students can be employed by private, public and third-sector organisations (with preferably at least six employees).
- 1.2 The recommended structure of the report is the following:

TITLE PAGE (instructors' names should be mentioned)

TABLE OF CONTENTS

INTRODUCTION (the choice of internship institution and position should be explained and the objective of the intern outlined)

1. OVERVIEW OF THE COMPANY

1.1. GENERAL INFORMATION ABOUT THE COMPANY (1–2 pp.) – the time of founding and history of the company; company data; areas of activity, used resources, documents regulating the activities and work organisation; national economic state and its influence on the operations of the company.

1.2. STRATEGIC OBJECTIVES OF THE COMPANY (1–2 pp.) – mission; vision; development plan (how they plan to develop in the market, what fields do they plan to invest in); planning, executing and changing strategic objectives.

1.3. COMPANY MANAGEMENT (1–2 pp.) – structure of the company, including management structure (graphs should be added; students should describe the tasks of subunits (positions), subordination relationships, etc.). Students should give a short overview of the organisation's personnel – indicators of the makeup of the personnel (one department in a bigger organisation) – gender, age, educational, etc., distribution; employee turnover. The principles of human resources management and organisational culture should be explained. Associations between practice and the theoretical knowledge acquired during studies.

1.4. FINANCE MANAGEMENT IN THE COMPANY (1–2 pp.) – the process of financial planning, organisation of accounting; main accountancy reports (balance, income statement, cashflow statement) – what kind of information about the organisation they contain. Students should outline the main financial indicators of the past three financial years and assess them. Associations between practice and the theoretical knowledge acquired during studies.

1.5. COMPANY MARKETING (1–2 pp.) – the essence of products or services, their selection and replacement; competition analysis from the marketing perspective, their strengths and weaknesses; segmenting the market and the makeup of the consumers; conducting market research; price policy; marketing channels; personal sales work (requirements to the sales personnel), participating in fairs, etc. The associations between marketing and other activities. Associations between practice and the theoretical knowledge acquired during studies.

1.6. COMPANY ANALYSIS (2–3 pp.) – an analysis of the company's operations using a specific method (SWOT, PESTEL, interest group analysis, etc.)

2. SELF ANALYSIS (2–3 pp.) – students should give an overview of the job assignments completed during internship, of the important accomplishments and results (what led to these results, what did they stem from, what would you do differently the next time, etc.) and significant situations. Important conclusions should be presented. An evaluation should be made concerning the fulfilment of set objectives and one's activities in the internship environment. Further professional development needs should be mapped using this internship experience (how internship aided further growth, what should be studied more thoroughly).

CONCLUSION (1–2 pp) – the most important information from the chapters of the report should be presented, and a concluding assessment, evaluations and proposals should be made to oneself and the organisation.

CITATIONS AND SOURCE MATERIAL

APPENDICES (if necessary, e.g. advertisements, documents, instructions, etc.).