FINAL REPORT GUIDELINES

- **Final Report**: The Colleges have *no* hard rules about the format and style of the final Report. However, it is important that the following is observed:

  a) *Quality* is more important than *Quantity*. A precise 25-page Report that captures the major points well is more impressive than a recycled 60-page report that does not clearly show the student's contribution.

  b) **Be precise**. The Report should include the main reasons WHY the topic was chosen, what is hoped to be achieved, and the conclusions drawn from the experience.

  c) **Incorporation of your Sponsoring Company Training into the Report**. Very often the final submitted Report seems to be composed of two totally unrelated parts – one dealing with what happened at the company, and the next being a Technical Report. Try to "tie" the two together, by identifying what have been the major issues you observed during your formal training that supported the relevant theories that you took at PMU, or disproved them. This would make your training analysis more realistic and showed that you are aware of broader issues.

  d) Please quote **references** where appropriate and try to widen your bibliography to beyond a few casual internet searches. Our library is rich in books and journals.

HELPFUL TIPS FOR WRITING A GOOD INTERNSHIP REPORT

1. Make sure to follow the coop report format and contents outlines below.

2. Make sure that you write your report to be understood by a layman and not your advisor.

3. Proofread your report before submission. Make sure it is free of spelling and grammatical errors.

4. Whenever possible try to avoid the use of the first pronoun (i.e., "I" and "We") throughout your report.

5. Any paragraph should have at least two sentences.

6. Avoid having orphan lines at the end of pages. You cannot have a title at the very end of the page. In addition, you need to have at least two lines of a paragraph at the end of every page.

7.   Be systematic and consistent in your writing style: in using font type, font size, heading numbering, spacing, showing hierarchy of titles, citing reference, justification, indentation, page numbering, footnoting, etc.

8.   Be sure to number your tables and figures. Tables and figures should have titles too.

9.   If you are using photocopied tables or figures, make sure they are clean and readable.

10.   Avoid having two or more headings after each other without a text in between. Similarly, avoid having tables or figures without any narrative description to explain them.

11.   Make sure that every figure or table is referenced at least once in the body of the report.

12.   There is no maximum or minimum number of pages for the coop report. Be sure to address your topic adequately. Your grade is not directly linked to the size of the report.

13.   Make sure to cite every source of information used in the body of the report. Be sure to identify information that is extracted as is from another source. Indicate whether the secondary information used is a direct quote or you paraphrased it in your own words. Use of references is not limited to the Conceptual Framework part.

14.   Your list of references should include your organization's manuals and/or annual reports, relevant and recent textbooks, relevant and recent journal articles, and Internet sources.

15.   Whenever possible leave detailed descriptions which might hinder the readability of the report to the appendix and direct the reader to go to it if he desires.

16.   Try your best in highlighting the limitations of your project/report. Provide some information on how to improve it.

17.   If you have done more than one project, try to focus on the major one and make it your main project after getting approval from your coop advisor. The other project(s) can be briefly included in the report. If your projects are relatively small and of the same size, you may need to describe them all. Be sure to consult your advisor on the matter.

18.	Make sure, at all times, to have at least one backup copy of your electronic file of the report.

19.	If you are developing a computerized system, make sure to include a copy of it (on a CD) in the report.

INTERNSHIP REPORT FORMAT AND CONTENTS OUTLINE

1.	Cover page should include the following:
    a.	Name of university, college and department
    b.	Title: it should be indicative of internship experience
    c.	Employer name
    d.	Name of internship advisor
    e.	Name and ID number of student
    f.	Submission date

2.	Executive summary (in one page)

3.	Acknowledgment

4.	Detailed table of contents

5.	Introduction

6.	Company background (three pages): should describe the nature of the company's activities, size, vision, mission, and organization chart focusing on the unit which you have been working at.

7.	SWOT analysis

8.	Organizational marketing strategy

9.	Organizational competitive strategy

10.	Job history: A table showing major assignments and the timeframe for each and narrative description

11.	Conceptual framework (i.e., current literature review) that provides a basis for the technical part

12.	Technical part reflecting actual projects undertaken or problems handled and methodological used, limitations, finding, and suggested solutions

13.	Evaluation of the internship experience

14.	Summary of findings and recommendations

15. Conclusions

16. List of references

17. Appendices (all other documents submitted such as Log Book, progress reports)