

Management Internship Report Guidelines

I. Purpose

Why write a report? Is the experience not enough? The best internship experience are those that help you gain a knowledge and understanding of the organization you have been working for. You have come to know and understand considerably more than you did just by performing your daily tasks on the job. However, we have found that you will know and understand more solidly if you take time to reflect on your experience. One of the best and proven ways to do this is through writing. Finally, it serves as a record of your experience that you can refer back to in later years.

II. Emphasis

The emphasis in this report is on you as a manager. Consider first and foremost what YOU would do as a manager in the organization. What, for recommendations for improvement are critical to the success of your report and, consequently, to the success of your career. BEWARE: If you deal only with the specifics of the job, you have not designed a complete report. You need to delve beyond the immediate working environment and research the organization as a whole.

III. The Contents of Your Report

Your report needs to include three sections. You can use the following as a preliminary outline.

A. The Organization (25% of report grade)

1. Company history: How did this firm form and begin to develop?
2. Company growth: How has the firm grown, shrunk, or stagnated during the past? What is it doing now? What growth trends seem apparent for its future?
3. Customer mix: How does the company identify the customer? (For whom are we doing what?) Describe the customer mix.
4. Company operations: How does the company operate? Consider information on the following: cost ratios, break-even ratios, customer counts, room occupancy statistics, travel statistics (if available).

B. The Job (25% of report's grade)

1. Title: What is the title of your position, and how would you describe it (briefly)?
2. Duties and responsibilities: Describe them.
3. Training: How has the company trained you?
4. Department Function: What is the function of your department, and how does it relate to the other departments in your organization?
5. Evaluation Methods: what methods does the company use to evaluate you?
6. Opportunities for Advancement: What are they?

Management Internship Report Guidelines continued

III. The Contents of Your Report continued

C. Evaluations and Critique of the Operation (50% of report's grade)

1. What does the employer do well?
2. What does the employer do poorly?
3. What specific recommendations would YOU, as a manager, make to improve the operations within your department and/or your organization? (Every operation has some flaws. We expect and require that you identify **at least five** Problems and offer solutions for each.)

Possible areas of improvements include:

- a. Orientation and train
- b. Supervision
- c. Guest relations
- d. Communication
- e. Sales and marketing
- f. Quality control
- g. Cost control
- h. Product development
- i. Efficiency of design and layout as it relates to the guest, the employees, and the product.

D. Conclusion

1. Appraise and evaluate your own performance.
2. Would you recommend this establishment for other students at The Collins School of Hospitality Management?

IV. REPORT SPECIFICATIONS

1. Quality bonded paper, 8-1/2" x 11" (no erasable paper).
2. Report folder (Note: paper clips, staples, and file folders are not secure bindings and will not be accepted.)
3. Typewritten, using letter quality type, double-spaced. Secure all materials in an acceptable report folder. Secure and attach supplementary materials so that they do not project beyond the edges of the folder.
4. Include a title page, consisting of:
 - a. Your name.
 - b. Your student number
 - c. The course number and term enrolled
 - d. The name of the company.
 - e. The location of the company
 - f. Date report is submitted
5. Table of Contents - List each main topic and its page number
6. Style Requirements -You are required to write a minimum of 10 double-spaced typed pages, excluding supplementary material. Your report must have a border on top and bottom of 1-1/2", a 1-1/2" left-hand margin, and a 1" right-hand margin. Each main topic must be CAPITALIZED and underscored and include appropriate underscored subheadings. You should label supplementary materials, if any (i.e., charts, maps, photographs, etc.), and include them in an appendix.
7. Recommended References
 - a. The Elements of Style. Strunk and White. New York: MacMillan Publishing Company.
 - b. Student's Guide for Writing College Paper Fifth Edition. Turabian. Chicago: University of Chicago Press.