**BBA 491 INTERNSHIP COURSE - INTERNSHIP REPORT**

After completing the internship, the student must prepare an internship report of not less than 6 pages, considering the reports prepared at the end of 40 (forty) working days. The report to be prepared consists of the following sections:

1. COVER PAGE

* The student's name, surname, student number, department, the title of the company, the start and end dates of the internship.

2. INFORMATION ABOUT THE SECTOR OF THE COMPANY

* General information about the company and the sector. Should be addressed with references (website, sectoral reports).
* The situation of the sector of the company in the world and in Turkey.
* The company's position in the industry

3. INFORMATION ABOUT THE COMPANY

* Company's mission and vision
* Company short term and long term objectives
* Company organization chart
* Company’s marketing mix elements

4. INTERNSHIP ACTIVITIES

* The department (or departments) where the student completed the internship, work done, meetings or seminars attended.

5. SELF-ASSESSMENT

* The contribution of the internship to the student, relevance of the courses taken, whether the student will work in that company after graduation or in which department the student prefers to work, student’s strengths and weaknesses according to the experience.

6. CONCLUSION

* General assessment of the internship. Was it an experience in line with the student's expectations? Would the student recommend the same company to his friends for internship?