



YEDİTEPE UNIVERSITY

Faculty of Economics and Administrative Sciences
Business Administration Department

INTERNSHIP REPORT

Name of the student
Student number

Concentration Area of the Student

Name of the Company/Organization
Address and Phone

Internship Dates:
from/...../..... to/...../.....

CONTENTS

	Page No.
1. Introduction	
2. Internship preparation report	
<i>a. Company information</i>	
<i>b. Industry information</i>	
<i>c. Company organization</i>	
<i>d. Activities and performance</i>	
<i>e. Professional life</i>	
3. Student's activities during the internship period	
<i>a. Departments and branches worked</i>	
<i>b. Functions and activities experienced</i>	
<i>c. Experiences in the field of Business Administration</i>	
4. Concentration area report (*)	
5. Concluding remarks	
<i>a. Contribution of the internship</i>	
<i>b. Experiences gained in the field</i>	
<i>c. Evaluation of the company with respect to business ethics and social responsibility</i>	
<i>d. Changes you would make in the organization if you were in charge</i>	
<i>e. Topics you would like to add to your undergraduate curriculum</i>	
Appendices	
References	

- (*)Use Appendix A for “Strategic Management and Leadership” concentration area
 Use Appendix B for “Entrepreneurship” concentration area
 Use Appendix C for “Marketing” concentration area
 Use Appendix D for “Accounting and Auditing” concentration area
 Use Appendix E for “Technology and Operations Management” concentration area
 Use Appendix F for “Human Resources Management” concentration area
 Use Appendix G for “Finance” concentration area



YEDİTEPE UNIVERSITY

Faculty of Economics and Administrative Sciences

Business Administration Department

Internship Report

Appendix A - “Strategic Management and Leadership” Concentration Area Report

1. Current Situation (Strategic Posture)

- 1.1. What are the corporation’s current mission, objectives, strategies, and policies? Are they clearly stated, or are they merely implied from performance?
- 1.2. What business(es) is the corporation in?
- 1.3. List some examples you have encountered of the objectives, strategies, policies of the corporation.
- 1.4. Review corporation’s international operations.

2. Corporate Governance

2.1. Board of Directors

- 2.1.1. Who is on the board? Are they internal (employees) or external members? Do they own significant shares of stock?
- 2.1.2. Is the stock privately held or publicly traded? Are there different classes of stock with different voting rights?
- 2.1.3. How long have the board members served on the board?
- 2.1.4. How do they manage environmental sustainability?

3. Top Management

- 3.1. What person or group constitutes top management?
- 3.2. What are top management’s team background?
- 3.3. What are the examples of top management’s approaches to strategic management?

3.4. How well does top management interact with lower-level managers and with the board of directors?

3.5. Do top executives own significant amounts of stock in the corporation?

4. External Environment: Natural Physical Environment: Sustainability Issues

4.1. What forces from the natural physical environmental are currently affecting the corporation and the industries in which it competes?

4.2. What are the sustainability issues and policies of the corporation?

5. Internal Environment

5.1. Corporate Structure

5.1.1. How is the corporation structured at present?

5.1.2. Is the decision-making authority centralized around one group or decentralized to many units?

5.1.3. Is the corporation organized on the basis of functions, projects, geography, or some combination of these?

5.2. Corporate Culture

5.2.1. Is there a well-defined or emerging culture composed of shared beliefs, expectations, and values?

5.2.2. Is the culture consistent with the current objectives, strategies, policies, and programs?

6. Analysis of Strategic Factors (SWOT)

6.1. Situational Analysis

Of the external (Which of the forces and factors are the most important to the Corporation and to the industries in which it competes at the present time? Which will be important in the future) and internal factors (Which of these factors are core competencies? Which, if any, are distinctive competencies? Which of the forces and factors are the most important to the

Corporation and to the industries in which it competes at the present time? Which might be important in the future?) listed above, which are the strategic (most important) factors that strongly affect the corporation's present and future performance?

7. Strategic Alternatives and Recommended Strategy

Define and discuss current strategy and make suggestions regarding new revisions to the current strategy in your own terms.



YEDİTEPE UNIVERSITY

Faculty of Economics and Administrative Sciences

Business Administration Department

Internship Report

Appendix B - “Entrepreneurship” Concentration Area Report

1. Attractiveness of the Industry for Potential Entrepreneurs

1.1. Using Porter’s Five Forces Model, perform an industry analysis for potential entrepreneurs who are willing to enter this sector.

- 1.1.1. Force 1: Threat of new entrants
- 1.1.2. Force 2: Bargaining power of buyers
- 1.1.3. Force 3: Threat of substitute products or services
- 1.1.4. Force 4: Bargaining power of suppliers
- 1.1.5. Force 5: Rivalry among existing competitors

1.2. What are the types of support (financial and non-financial) available in Turkey for an entrepreneur who plans a start-up in this sector?

2. Creativity Orientation

Is the firm fostering creativity among its employees? Please discuss your answer (*yes or no*) based on your internship experience and by providing examples that you observed (*culture, dress code, work hours, social activities, trainings, etc.*).

3. Entrepreneurial Culture

3.1. Is entrepreneurship within the core values of the firm?

3.2. Are there mechanisms that employees with new product or business ideas can use to develop their ideas? (If you answered “no” to any of the preceding questions, please make suggestions on how to incorporate each of them).

4. Other Issues

Students from entrepreneurship concentration area may complete their internship requirements within the context of other concentration areas as well. If this is the case then student needs to fill the related concentration area report.



YEDİTEPE UNIVERSITY

Faculty of Economics and Administrative Sciences
Business Administration Department
Internship Report
Appendix C - "Marketing" Concentration Area Report

1. Evaluation of Marketing Activities

Internship students in the area of marketing need to prepare and evaluate the marketing strategies, policies, organization and activities within the context of the following marketing plan format.

A marketing plan serves to document how the organization's strategic objectives are achieved through specific marketing strategies and tactics, with the customer as the starting point. It is also linked to the plans of other departments within the organization.

1.1. Current Marketing Situation

In this section, discuss the overall market, identify the market segments and target market, and provide information about company's current situation.

1.2. Market Description

Describes the targeted segments in detail and provides context for the marketing strategies and detailed action programs discussed later in the plan.

1.3. Product(s) Review

The product review summarizes the main features for all of a company's products, organized by product line, type of customer, market, and/or order of product introduction.

1.4. Competitive Review

The purpose of a competitive review is to identify key competitors, describe their market positions, and briefly discuss their strategies.

1.5. Channels and Logistics Review

In this section, list the most important channels, overview each channel arrangement, and identify developing issues in channels and logistics.

1.6. SWOT Analysis

SWOT analysis is an overall evaluation of the company's strengths, weaknesses, opportunities and threats.

1.7. Objectives and Issues

A company's objectives should be defined in specific terms so management can measure progress and plan corrective action, if needed, to stay on track. This section describes any major issues that might affect a company's marketing strategy and implementation.

1.8. Marketing Strategy

Marketing strategy is the marketing logic by which the company hopes to create customer value and achieve profitable customer relationship.

1.9. Positioning

Positioning built on meaningful differentiation, supported by appropriate strategy and implementation, can help a company build competitive advantage.

1.10. Marketing tools

This section summarizes the broad logic that guide decisions made during the period covered by the plan. (This section includes product strategy, pricing strategy, distribution strategy, marketing communications strategy)

1.11. Marketing Research

This section shows how marketing research is used to support development, implementation, and evaluation of strategies and action programs.

1.12. Marketing Organization

The marketing department may be organized by function, geography, product, or customer.

1.13. Action Programs

Action programs that are coordinated with the resources and activities of other departments, including production, finance, and purchasing.

1.14. Budgets

Managers use budgets to project profitability and plan for each marketing program's expenditures, scheduling, and operations.

1.15. Controls

Controls help management assess results after the plan is implemented, identify any problems or performance variations, and initiate corrective action.

2. Suggestions for Marketing Activities

If you were in charge of marketing then what would you change for this organization's marketing?



YEDİTEPE UNIVERSITY

Faculty of Economics and Administrative Sciences

Business Administration Department

Internship Report

Appendix D - "Accounting & Auditing" Concentration Area Report

1. Specify and describe the type of the business of the corporation in all aspects.
2. Define and discuss the company type.
3. Specify the organizational structure with regard to line managers and staff managers.
4. Elaborate on the place of the Accounting Manager and the Internal Audit Department in the hierarchy of the organizational structure.
5. Discuss about the qualifications and educations of the Accounting Department members including their certifications.
6. Do they report solely based on the Turkish Tax Code or report based on US GAAP and/or IFRS as well?
7. Does the company report based on segments?
8. Are the accounting methods within inventory and depreciation methods in line with the VMOS?
9. Discuss the company's Ethical Codes and practices.
10. Elaborate on the internal control system of the company in the light of operations, reporting, and compliance within the scope of COSO:
 - 10.1. Control environment which demonstrates commitment to integrity and ethical values, exercises oversight responsibility, establishes structure, authority, and responsibility, demonstrates commitment to competence, and enforces accountability
 - 10.2. Risk assessment, which specifies suitable objectives, identifies and analyzes risk, assesses fraud risk, and identifies and analyzes significant change

10.3.Control activities which selects and develops control activities, selects and develops general controls over technology, and deploys through policies and procedures

10.4.Information & Communication which uses relevant information, communicates internally and externally

10.5.Monitoring which conducts ongoing and/or separate evaluations and evaluates and communicates deficiencies

11. Does the company have audit committee, a corporate governance committee and a risk committee? If so, discuss the foundation of these committees.

12. Discuss the financial reporting practices and procedures of the company.

13. What are the accounting information systems of the company and evaluate the system.



YEDİTEPE UNIVERSITY

Faculty of Economics and Administrative Sciences

Business Administration Department

Internship Report

Appendix E - "Technology and Operations Management" Concentration Area Report

1. Evaluate the strategy with respect to technology and operations management related functions.

2. Discuss supply chain organization, policies and applications within the company

3. Manufacturing / Service Processes

3.1. What is the manufacturing strategy of the company?

3.2. What are the manufacturing/ service processes?

3.3. What are the raw materials? Where are they acquired from? How are they transported?

3.4. Who are the suppliers?

3.5. What type of material handling systems are used?

4. Operations

4.1. How is forecasting used by the company? How is the demand forecasted?

4.2. How are purchasing activities managed?

4.3. What scheduling activities are there and how are they managed?

4.4. How are productivity measurements done?

4.5. What inventories are kept by the company? How is inventory management done?

4.6. How is equipment maintenance done?

4.7. What transportation and distribution systems are used? Does the company use third party logistics?

4.8. What is the level of environmental-friendliness of the company? Are there any recycling, reusing activities, etc.?

4.9. How are employee trainings managed?

4.10. What are the major operating costs of the company?

5. Use of Technology

5.1. What are the technology management policies of the corporation?

5.2. What is the level of automation? Are automated systems used in the firm?

5.3. What type of technologies are used?

5.4. What is the role and intensity of R&D function within the corporation?

5.5. How does corporation deal with the new product development processes?

6. Information Systems

6.1. Explain how information systems are used for information flows inside and among the departments.

6.2. Does the firm have an ERP (Enterprise Resource Planning) system?

6.3. Does the firm have a CRM (Customer Relationship Management) system?

7. Quality Control and Improvement

7.1. Is there any type of quality department at the company?

7.2. What are the quality control activities of the company?

7.3. What are the quality improvement activities of the company?

7.4. Is statistical quality control used by the company?

8. Suggestions for Improvements

Do you have any suggestions for improving technology and operations management related functions and areas of the company?



YEDİTEPE UNIVERSITY

Faculty of Economics and Administrative Sciences

Business Administration Department

Internship Report

Appendix F - "Human Resources Management" Concentration Area Report

1. What are the corporation's current HRM objectives, strategies, policies, and programs?
 - 1.1. Are they clearly stated or merely implied from performance and/or budgets?
 - 1.2. Are they consistent with the corporation's mission, objectives, strategies, and policies and with internal and external environments?
2. How well is the corporation's HRM policies regarding the fit between the individual employee and the job? In that context consider and discuss turnover, grievances, strikes, layoffs, employee training, and quality of work life which are applicable for the company.
3. Evaluate and discuss corporation's HRM performances?
4. What are HRM concepts and techniques used to evaluate and improve corporate performance? In that context discuss and consider the job analysis program, performance appraisal system, up-to-date job descriptions, training and development programs, attitude surveys, job design programs, quality of relationships with unions, and use of autonomous work teams.
5. How well is the company managing the diversity of its workforce?
6. If the company is a multinational one than discuss the influences on HRM policies and procedures?
7. What is the role of the HRM manager in the strategic management process? And do you think that HRM provides a competitive advantage for the company?



YEDİTEPE UNIVERSITY

Faculty of Economics and Administrative Sciences

Business Administration Department

Internship Report

Appendix G - "Finance" Concentration Area Report

1. Current Situation

- 1.1. What is the organizational structure of the Finance function within the company?
- 1.2. What are the strategies and policies regarding finance function within the company?
- 1.3. What are the qualifications and educations of the finance positions within the company?

2. Evaluation of Financial Situation of the company

- 2.1. How is the financial performance of the company for the last five years? Discuss it wrt. profitability, leverage, turnovers, liquidity.
- 2.2. Prepare horizontal, vertical, trend and ratio analysis of the company if the data are available.
- 2.3. Define and discuss the ownership of the company with the related share distribution.
- 2.4. Define and discuss the capital structure decision making procedures. Debt policy, fund raising, equity financing need to be evaluated in this respect.
- 2.5. How does the firm define, evaluate, select and manage long term investment projects? Discuss it in detail if applicable.
- 2.6. What are the methods and tools used to track the impact of the global and national economy and financial markets?
- 2.7. Define and discuss the relationship of the company with the capital markets if applicable.
- 2.8. How does company asses the financial risk and deal with it?
- 2.9. Does company use any sort of financial hedging methods to mitigate risk?
- 2.10. What are the tools and methods used for the net working capital and cash management?

2.11. Does the company use factoring financing? If so discuss the purpose and the way the company uses.

2.12. Discuss other finance related functions and applications you have encountered during your internship.