



Internship Binding Sample:

The Power of Perception: Exploring Branding in Practice (Font Size:18/20)

Prepared for

Faculty Name (Bold)
Designation
Department of Marketing
Jatiya Kabi Kazi Nazrul Islam University
Trishal, Mymensingh-2224

Prepared by

Student Name (Bold)
ID:
Reg No:
Department of Marketing
Jatiya Kabi Kazi Nazrul Islam University
Trishal, Mymensingh-2224

Submission Date:

The Power of Perception: Exploring Branding in Practice
BBA
2020-21

Internship Binding Guidelines:

Font: Times New Roman
Title Font Size: The title of internship/project should be bold faced and the font size 20 (for short title) or 18 (for long title).

Other Font Size: 12

- Equal top and bottom margin
- 1 inch left and right margin.
- Writing the Internship title along with degree name and year on spine is preferred.



Internship Report Cover Page Sample:



The Power of Perception: Exploring Branding in Practice (Font Size:18/20)

Internship Report Submitted to the Department of Marketing, Jatiya Kabi Kazi Nazrul Islam University to Fulfil the Degree of Bachelors of Business Administration (Font Size:12)

Prepared for

Faculty Name (Bold)

Designation

Department of Marketing

Jatiya Kabi Kazi Nazrul Islam University

Trishal, Mymensingh-2224

Prepared by

Student Name (Bold)

ID:

Reg No:

Department of Marketing

Jatiya Kabi Kazi Nazrul Islam University

Trishal, Mymensingh-2224

Submission Date:



General Guidelines for students' assignment/report:

- Margin: Keep 1-inch margin on all four sides.
- Font: Times New Roman for the entire assignment.
- Font Size: Body of the assignment should maintain 12 Font with single line spacing.
- Font color: Black • Spacing: Leave a blank line between paragraphs. • Alignment: Justify.
- Headings: Use bold, not underlining or italics.
- Sub-headings: May use Italic, but not bold or underlined
- Number all pages except the title page. The front page of your report does not count as part of the allocated number of pages
- Your report should not be more than 10% under or over the prescribed word count. Remember that the title/title page, reference list, and appendices are not included in the word count.
- Do not copy-paste the output from your statistical software package; rather, ensure your tables are easily interpretable by the reader. That is, spend time formatting tables, choose clear variable names, and provide a clear title and preamble for each table. Tables and figures must be numbered and clearly labeled. Table captions are placed above the table, while captions for the figures go below the figure.
- Your report must include a list of the full references for the papers you cite in your report. Spend time checking your report for spelling and grammatical errors before submitting it. Also, check the consistency of your reference list.

Note:

1. University name must be written as “Jatiya Kabi Kazi Nazrul Islam University” (Capitalize Each Word) or “JATIYA KABI KAZI NAZRUL ISLAM UNIVERSITY” (UPPERCASE). Do not write university name as “JATIYA KABI KAZI NAZRUL Islam University”

2. Please write Course Instructor's Name Designation accurately as well as your ID, Course Code, and Section.

****Instructor may impose penalties for any departures from these formatting instructions.**



Declaration

I hereby declare that,

1. The internship report submitted is my/our original work while completing a degree at Jatiya Kabi Kazi Nazrul Islam University.
2. This report never has been, and never will be reproduced for any other BBA course or any other purpose.
3. This report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
4. I have acknowledged all of the main sources of help.

Student's Full Name & Signature:

Student Full Name

Student ID

Supervisor's Full Name & Signature:

Supervisor Full Name

Designation,

Department

Jatiya Kabi Kazi Nazrul Islam University



Internship Report Template - Department of Marketing

Letter of Transmittal

Full name of Supervisor

Designation,

Department of Marketing

Jatiya Kabi Kazi Nazrul Islam University

Trishal, Mymensingh-2224, Bangladesh

Subject: Submission of internship report on “The Power of Perception: Exploring Branding in Practice”

Dear Sir / Ma’am,

As a requirement for the completion of an internship at (organization name) under the BBA program of Jatiya Kabi Kazi Nazrul Islam University, I would like to submit my internship report titled “The Power of Perception: Exploring Branding in Practice”. I have completed my 10- week internship period in (organization name), starting on 1 September 2025.

I sincerely hope that this report fulfills the objectives and requirements of my internship and that it finds your acceptance. I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I am grateful to you for your guidance and kind cooperation at every step of my endeavor on this report. I shall remain deeply grateful if you kindly take some pen to go through the report and evaluate my performance.

Sincerely yours,

Student Full Name

Student ID

Department of Marketing

Jatiya Kabi Kazi Nazrul Islam University

Trishal, Mymensingh-2224

Date: Month-Day-Year



Acknowledgement

I would like to express my utmost gratitude and wholehearted appreciation to all those who helped me and provided me with the opportunity to complete and present this report.

First of all, I would like to thank my honorable faculty supervisor, Faculty Name, Designation, Department of Marketing Jatiya Kabi Kazi Nazrul Islam University for providing me with the opportunity to observe and analyze such an interesting topic and for his supervision, relentless guidance and invaluable advice whenever needed.

I would also like to thank my team in (organization name) without whose constant tutoring; I would not be able to relate my academic knowledge to my work life.

I would like to thank (CEO or manager name), my organization supervisor who helped me pick this topic and advised me on how to approach the problems. I have learned a lot from my colleagues regarding the project and professional life.



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Note: The contents page should list the different chapters and/or headings together with the page numbers. Your contents page should be presented in such a way that the reader can quickly scan the list of headings and locate a particular part of the report. You may want to number chapter headings and subheadings in addition to providing page references. Whatever numbering system you use, be sure that it is clear and consistent throughout.



Executive Summary

An executive summary provides an overview of the main points of a larger report. It is often written to share with individuals who may not have time to review the entire report. The reader should be able to make a decision based only on reading the executive summary. An executive summary should summarize the key points of the report. It should restate the purpose of the report, highlight the major points of the report, and describe any results, conclusions, or recommendations from the report. It should include enough information so the reader can understand what is discussed in the full report, without having to read it. An executive summary should be clear and concise.

As an executive summary is more like a 30-second or a one-minute version of the entire report, it should answer the reader's questions in brief.

- ✓ For a report or an article, the executive summary might answer these questions: •
Briefly, what is this about?
 - Why is it important or Why was it undertaken?
 - What are the major findings or results?
 - What more is to be done or How will these findings be applied?
- ✓ Executive summaries are usually organized according to the sequence of information presented in the full report, so follow the order of your full report as you discuss the reasons for your conclusions.
- ✓ Executive summaries are usually proportional in length to the larger work they summarize, typically 10 to 15 percent. Most executive summaries are 1 to 2 paragraphs.
- ✓ Don't introduce any new information that is not in your report.



1. Introduction

The introduction sets the scene for the main body of the report. The aims and objectives of the report should be explained in detail. Any problems or limitations in the scope of the report should be identified, and a description of research methods, the parameters of the research, and any necessary background history should be included.

You can use different headings and subheadings under the Introduction Part. For example,

1.2 Objective of the Study:

Describe concisely what the report is trying to achieve. It summarizes the accomplishments a researcher wishes to achieve through the project and provides direction to the study. For example;

1.2.1 Broad Objective

The broad objective of this report is to understand the potential threats to Bangladesh's currency (BDT) that can lead to major depreciation of the currency and economic imbalance.

1.2.2 Specific objectives

Specific objectives supporting the broad objectives are:

1. To understand how factors like Debt-GDP ratio, Foreign Reserve, Inflation, and Trade Deficit affect the exchange rate.
2. To analyze the major depreciation example of developing countries
3. To find out the challenges IDLC is facing in attracting foreign funds.

**** Objectives and scope of the study will differ based on the study type/ instructor's requirement.**

1.3 Methodology (May be different based on study type)

The methodology or methods section explains the type of research you did, how you collected and/or selected your data (primary/secondary sources), how you analyzed your data and the reasons for choosing those methods. It should outline: the participants and research methods used, e.g. surveys/questionnaire, interviews and refer to other relevant studies. Methodology allows readers to evaluate the reliability and validity of your research.

1.4 Scope and Limitations

The scope of this research is not just limited to Bangladesh's economy & currency (BDT). Rather, the analyses carried out in this report can be used to evaluate the strength of currencies of major developing countries.

Time frame of the study: The time it takes for a student to participate will be different for each type of study. Internship Report Template-DBA The Limitations of the report: The limitations of the study are those characteristics of design or methodology that impacted or influenced the application or interpretation of the results of your study. For example;

Limitations that have been faced while preparing this report are:

1. This report only focuses on major depreciation that has taken place in the last decade.



Internship Report Template - Department of Marketing

2. The report only analyzes four variables that may have an impact on the exchange rate.
3. Since Bangladesh is a developing country, this report only tries to find the causes of major depreciation in developing countries.

2. Literature Review

A literature review is a survey of scholarly sources on a specific topic. It provides an overview of current knowledge, allowing you to identify relevant theories, methods, and gaps in the existing research.

Conducting a literature review involves collecting, evaluating, and analyzing publications (such as books and journal articles) that relate to your research question.

There are five main steps in the process of writing a literature review:

1. Search for relevant literature
2. Evaluate sources
3. Identify themes, debates, and gaps
4. Outline the structure
5. Write your literature review

The purpose of a literature review is to provide a review of writings on the given topic in order to establish the reviewer's position in the existing field of scholarship on that topic. A literature review provides a reader with a comprehensive look at previous discussions before the one the reviewer will be making in his/her research paper, thesis, or dissertation. A good literature review doesn't just summarize sources – it analyzes and critically evaluates to give a clear picture of the state of knowledge on the subject.

**** After the literature review the discussion part will start. A student will design this part according to them based on the work and research they have done.**

3. Methodology

4. Findings

The results/findings section of the paper is where you report the findings of your study based upon the information gathered as a result of the methodology [or methodologies] you applied. The results section should simply state the findings, without bias or interpretation, and arranged in a logical sequence. The results section should always be written in the past tense. A section describing results [a.k.a., "findings"] is particularly necessary if your paper includes data generated from your research.

5. Discussion (Main Body)

The main body of the report is where you discuss your material. The facts and evidence you have gathered should be analyzed and discussed with specific reference to the problem or issue. If your discussion section is lengthy, you might divide it into section headings. Your points should be grouped and arranged in an order that is logical and easy to follow.

Use headings and sub-headings to create a clear structure for your material. You can divide



your discussion part in different chapters as well. Use bullet points to present a series of points in an easy-to-follow list. As with the whole report, all sources used should be acknowledged and correctly referenced.

6.Recommendation/ Proposed Improvement

Plan After describing and evaluating your options, you will recommend the one you think is best and provide a discussion of the reasons why you recommend it. In other words, defend your recommendation thoroughly in this section. You may include an improvement plan that is proposed by you after working with the organization.

7.References:

It is essential to include a reference list or bibliography of the reference material you consulted during your research for the report. A reference is the bracketed or footnoted piece of information within the text of your writing that provides an acknowledgment that you are using someone else's ideas. Useful links to learn about reference styles and how to do referencing properly:

<https://apastyle.apa.org/instructional-aids/reference-guide.pdf>

https://library.westernsydney.edu.au/main/sites/default/files/pdf/cite_APA.pdf

8. Appendix:

Information that is not essential to explain your findings, but that supports your analysis (especially repetitive or lengthy information), validates your conclusions or pursues a related point should be placed in an appendix (plural appendices). Sometimes excerpts from this supporting information (i.e. part of the data set) will be placed in the body of the report but the complete set of information (i.e. all of the data set) will be included in the appendix. Examples of information that could be included in an appendix include figures/tables/charts/graphs of results, statistics, questionnaires, transcripts of interviews, pictures, lengthy derivations of equations, maps, drawings, letters, specification or datasheets, computer program information.