

Media Studies  
and Journalism  
Department's  
Internship  
Manual 2018

**[MSJ]**

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## Statement of Identity

We are the flagship department of the University of Liberal Arts Bangladesh (ULAB) devoted to Cultural and Communication Studies. We put special emphasis on film, media, creative art, public relations and journalism. We believe in progressive and continuing education that is personalized, interdisciplinary, technologically updated and centered on active learning.

We uphold a curriculum that is flexible, industry specific and balanced in terms of theory and practice- a curriculum that is grounded in both global and local contexts. Our curriculum is complemented with dynamic co-curricular activities that are driven towards students' portfolio building.

We are aware of our roles as producers of knowledge, creators of leaders and drivers of social change. As such, scholarship always steers our pedagogical approach and our creative works are part and parcel of who we are. We are committed to producing professionals who are skilled, creative, knowledgeable, open minded and analytical in thinking. We strive to instill ethics and a lifelong love for learning in our students.

## Goal Statement

To continuously produce graduates who are globally competitive, critical in thinking, problem solvers, excellent communicators and professional through a curriculum that is relevant, balanced, liberal arts-based and devoted to communication and media studies with faculties who are excellent generators and disseminators of knowledge, interdisciplinary in approach and updated in their fields of expertise and with facilities that are technologically updated, multimedia oriented, conducive to learning and supportive of research.

## ULAB MSJ Graduate Core Competencies

All graduates of the Media Studies and Journalism Department of the University of Liberal Arts Bangladesh are expected to have the following core competencies:

Serial No.	Key Words	Full Description
CC1	Freedom of Speech	Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent,

		to monitor and criticize power and to assemble and petition for redress of grievances.
CC2	History/Role in Shaping Communications	Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
CC3	Gender, Race, Ethnicity, Sexual Orientation	Demonstrate an understanding of gender, race, ethnicity, sexual orientation and as appropriate other forms of diversity in domestic society in relation to mass communications.
CC4	Diversity of Peoples and Cultures	Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
CC5	Concepts and Theories	Understand concepts and apply theories in the use and presentation of images and information.
CC6	Professional Ethical Principles	Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
CC7	Critical Thinking and Creativity	Think critically, creatively and independently.
CC8	Research Skills	Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
CC9	Writing Skills	Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purpose they serve.
CC10	Evaluation Skills	Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
CC11	Numeric and Statistical Skills	Apply basic numerical and statistical concepts.

CC12	ICT	Apply current tools and technologies appropriate for the communications professions in which they work and to understand the digital world.
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Source: ACEJMC (2015-2016) Journalism and Mass Communications Accreditation, Accrediting Council on Education in Journalism and Mass Communication.

### **Internship Course Description:**

All students studying at the MSJ Department will undertake an internship in an area of media or communication that interests them. By their final semester of study, students are required to seek out a suitable organisation for an internship to appreciate and experience the dynamics of working in a real organisation. These may be unpaid or occasionally paid, depending on the employer. The duration of the internship is usually from 8 to 12 weeks. Students are expected to work the employer's requested hours. This is to be negotiated between the host institution and the students.

Suitable employers include any reputable organisation in a field related to the student's course of study at ULAB. The student internship advisor will approve the suitability of the host institution for the student. Then, a recommendation letter will be given by the Career Services Centre to the student as a potential candidate for the host institution. The student is expected to write a report detailing their internship and any lessons learned from it. This report will be presented before a panel of ULAB examiners and will be graded.

ULAB students are expected to take the internship as seriously as they would take any other job and conduct themselves in a mature manner. They are expected to be able to work both independently and in a team, and be flexible, proactive and enthusiastic.

### **Course Objectives:**

The objectives of the course are to familiarize the student with the demands of actual workplace, to develop contacts/networks in the industry and to apply their knowledge/attitude/skills into practice. Alternatively, students may be exposed to an international setting and/or work on an independent project (for internships via study tour and research proposal).

### **Intended learning outcomes of the course (ILOs)**

KNOWLEDGE	<ol style="list-style-type: none"> <li>1. To understand the demands of the industry and gain required information.</li> <li>2. To build a basic work network.</li> <li>3. To get to know the work culture and the ethics involved in a workplace.</li> <li>4. To learn how to conceptualize research papers and/or work-related projects.</li> </ol>
SKILLS	<ol style="list-style-type: none"> <li>1. To enhance report writing, oral presentation and negotiation skills.</li> <li>2. To improve cross-cultural interpersonal abilities, including face-to-face communication skills and multicultural awareness.</li> <li>3. To possess better problem-solving abilities, including working in a team.</li> <li>4. To appreciate other lifestyles and cultures, especially if internship is done outside Bangladesh.</li> </ol>
ATTITUDE	<ol style="list-style-type: none"> <li>1. To demonstrate appropriate behavior at workplace, including grooming, dressing and other decorum.</li> <li>2. To build good rapport with colleagues.</li> <li>3. To learn to be confident while doing projects.</li> </ol>

### **Internship Course Codes and Credits.**

The MSJ Department has a six credit internship course with course codes: MSJ11498 and MSJ 11499.

### **Types of Internship**

#### **- Workplace Internship**

If a student decides to intern in a company either in Bangladesh or abroad, the internship will fall under this category. Students are expected to utilise the competencies in communication and media studies, which they gained in the last four years, and apply it in the workplace. A workplace internship should last for a minimum of 8 to maximum of 12 weeks. Students, after deciding on a company, will need to get approval from the internship coordinator in order to pursue that company for an internship. Once accepted, a student will have to spend the entire semester working with the organisation.

In order to be eligible for a workplace internship, MSJ students need to be in their last semester of study. If they have only one other course in the said semester, it will be subject to the approval of the intern's supervisor at the workplace and concurrence of the internship coordinator/advisor.

#### **- Study Tour and Project Internship**

ULAB's Media Studies and Journalism Department regularly organises study tours abroad. Students can join this programme and get involved in a two-stage internship programme. The student will first need to go abroad (Thailand, India and Russian Federation) and accomplish the tasks provided by the company or organisation. The time period of stay abroad may vary (normally, around two weeks). Upon the student's return, s/he will need to organise a seminar based on the study programme and then do projects with ULAB's Apprenticeship programmes throughout the semester. A student will be eligible to take part in this programme from seventh semester onwards. The students are also required to produce an internship report and defend it to a panel.

- **Research Project Internship**

The Research Project Internship takes advantage of the Pathway to Masters in Communication (MComn). MSJ students need to make their decision on taking research in lieu of a workplace internship at the end of their 11th semester. During the semester, the student is required to produce the first two chapters (Introduction and Study Framework) of the research project. This will be presented and defended to a panel. The student will likewise attend three MComn courses.

### **Contemplating about internship**

Students are advised to start thinking about what kind of an internship they want to do right from the end of their second year in university. What are they good at? What kind of activities do they enjoy? Do they wish to work in a company? Do they enjoy conducting research work? Do they want to enhance their interpersonal communication proficiency? Do they aspire to learn about other cultures and lifestyles? An internship is a student's in-depth exposure to the media industry and in order to make that experience meaningful and memorable, students need to do ample research. Start by trying to figure out your best skills and things that you like to do. And then try to find out the best possible internships that may work out for you.

**Workplace Internship.** If you want to join a job straightaway, then doing a workplace internship is likely to help you a lot more. If you start contemplating early, you won't face problems in your last semester—that's when you are supposed to do your internship.

**Study Tour and Project Internship.** If your preference is to go beyond the boundaries and have a cultural exchange along with developing your skills, then you might prefer to join ULAB's study tour programme. If your goals are different and you instead want to get a feel of how it is to work outside Bangladesh, then you can apply for the study tour and project internship. If you choose this, you will get an opportunity to be attached to an organization outside Bangladesh.

**Research Project Internship.** On the other hand, if you prefer to get a Masters degree, then you can always take into consideration the Masters programme that ULAB's MSJ department has. The Pathway programme helps you finish your Masters at a cheaper cost and more quickly.

## **Registering for Internship**

A student must register for the internship at the university level and the department level. For starters, you must be an active on-going student to be eligible to take internship. . A student then needs to complete the 'Internship Sign-Up Sheet' and submit it to the ULAB Career Services Center (UCSC). The sheet is available at the Career Services Center. After this, you must sign up with the MSJ Department Internship Coordinator and Internship Advisor. The Internship Advisor will ask you to fill out a Student Internship Placement Details (for Workplace Internship), which will include the student name, ID number, contact details, position, company, supervisor name, supervisor contact details, internship period, advisor name and work/project description/duties and responsibilities. For Study Tour and Project Internship, an application form needs to be completed. For Research Project Internship, a Research Student Progress Report needs to be complied with.

**Internship Orientations:** There are two kinds of internship orientations - university level and department level.

### **University Orientation**

The university orientation takes place prior to the semester that you will be interning in. For instance, if you are interning in your 12th semester, the orientation will take place in the 11th semester. In the university orientation, the students will get a wholesome idea about the dos and donts of an internship. Students from the various departments will be briefed by their respective internship coordinators and they will also be addressed by the Vice Chancellor. In addition, the Career Service Center will organise a workshop on the basic documents that one would need in order to apply for an internship. They will also provide the students with a lot more knowledge about the industry and also do a workshop on the making of a CV.

### **Departmental orientation**

The MSJ Department will schedule internship orientations for the different types of internships. During the orientation, students will learn about the goal of the internship type, general guidelines, timelines, report requirement, presentation requirements and internship advisors.



For all types of internship, there is a need for the student to write a CV. Students need to follow a particular format in writing this document. The Career Services Centre, sometimes, organizes a boot camp where they instruct students how to create impressive CVs.

## **Guidelines for Workplace Internship**

### **-Exploring Internship Placements.**

Keep in mind, you may not always get the kind of internship that you are hoping to get. You may sometimes have to settle for the second best, however, if you have done ample research on the company that you want to work for, the chances of you ending up there are higher.

ULAB students have interned in a wide array of places ranging from big to small companies. Each kind of a company has its own benefit.

The following are some of the companies in which students have interned in the past:

BBC, The Daily Star, Prothom Alo, The Daily Samakal, Jamuna TV, Independent TV, The Daily Ittefaq, Dhaka Tribune, Rapid PR, Grey, Ekattor Television, Priyo.com, Bdnews.com, Alokito Bangladesh, Maverick Studios etc. There are companies that have developed relationships with the department and are thereby highly recommended. There are also companies that have been blacklisted by the department given its limitations in providing student learning and due to bad behavior of its personnel. Please talk to the internship coordinator to learn more about these organizations.

### **-Workplace Internship Approval**

MSJ students are encouraged to seek out and arrange their own internship.

However, your Internship Advisor must assess and approve your recommended placement. Once your advisor gives approval and once you have been accepted in your host institution, the Career Services Centre will arrange a letter and the MSJ Department will provide an internship packet to be sent to the intern's supervisor. If a student finds it difficult to arrange for a placement, the MSJ Department may find a work placement either in or out of campus.

Please note that the above steps have to be taken within specific deadlines and they have to be met. The deadlines will be announced each semester both by the MSJ coordinator and the UCSC. They must be strictly followed.

**-Student Internship Advisor.** All MSJ interns will be provided with an internship advisor. The duties of the internship advisor are as follows:

- To monitor the progress of the student during the course of his/her internship.
- To act in consultation with the MSJ Department Head in case the student encounters problems during the course of his/her internship.
- To participate in evaluating the student's performance in the internship.

The internship advisor is supposed to write a report regarding his or her visit to the student's work placement and be in touch with the students' work supervisor.

**-Internship Period.** The internship period is usually from 8 to 12 weeks. Students are expected to work during the host institution's requested hours, except the class time required by ULAB (if the student is taking a course together with internship). This is to be negotiated between the host institution and the student.

**-Internship Decorum.** For the MSJ Department, the internship is a serious undertaking. Students are expected to work hard since their performance reflects on ULAB. Students are expected to abide by the rules and regulations of their host organization.

**-Withdrawal from Work Placement.** Although this does not happen often, a student however, has the right to withdraw from an internship at any point. In the past there have been a couple of occasions when students continued their internship despite being harassed and abused at their respective workplace. When asked why, a number of them said that they were afraid that the University wouldn't let them graduate if they didn't complete their internship and hence decided to bear the pain.

Under such circumstances students **MUST** report the matter to their university advisor immediately. The University will intervene in the matter. One must understand that ULAB will always uphold the safety of the students and we will confirm the withdrawal of the students if we find that they have been treated unprofessionally.

If such an incident takes place midway through the student's internship and the student decides to withdraw, ULAB will ensure to formulate a plan through which the student can complete the rest of his or her internship successfully.

If it happens at the start of the internship, ULAB will help the student find another placement opportunity.

## **Internship Presentation/ Defence**

The student will have to present their report and defend their analysis in front of a panel. The format of the report has been provided in the annex. Students will be given grades based on that presentation and the report, which will be credited against a student's internship courses and will fulfill their graduation requirements. The following are the segments of the Internship presentation:

**Introduction:** At the start of the presentation you will need to introduce yourself and the company that you interned for. You will have to provide a detailed background of your company, including an organogram.

**Presentation Proper:** Following your introduction you will be describing the various duties you had to fulfill during your internship. You will have to explain the projects and your work schedule in detail. You might also have to show proof of your work during the presentation, so don't leave any stones unturned and be ready. During the presentation you will also have to explain in detail your learning and your mistakes during the course of your internship.

**Question and Answer:** Following your presentation, you will be involved in a question and answer round with the panel. The panel will ask you questions based on your presentation and your report. A lot will depend on this round.

**Deliberation:** Following the question and answer segment, you will be asked to leave the room that you presented in momentarily. The panel members discuss and deliberate the kind of grade that should be given to you.

**Announcement of the grade result:** After a prolonged discussion, your grade will be announced at the end. The following is the grade system and the grade criteria:

A+	= Outstanding =	4.0
A	= Superlative =	4.0
A-	= Excellent =	3.8
B+	= Very Good =	3.3
B	= Good =	3.0
B-	= Average =	2.8
C+	= Below Average=	2.5
C	= Passing =	2.2
D	= Probationary=	1.5
F	= Fail	

**Revision of grade:** If a student is unhappy with his or her grade, he or she may write to the department's internship coordinator. In such a scenario a separate panel will

be formed and the student's report will be reanalysed by the new panel. The student may be contacted again if the panel needs to. However, a student may not need to provide his or her presentation again.

**Internship Evaluation.** A panel will evaluate the student's performance during the internship. The panel consists of the Department Head, internship advisor and a faculty member. The panel will consider the following in evaluating the student:

- **Internship Report:** The report that you submit to the panel is essentially the only way through which the panel can get to know about the kind of work that you have done. You may have worked on a number of projects, however, if you don't document them professionally in your report, you may not get the reaction that you would have hoped to get. As such, ensure that your report is extremely detailed and that each of your work is well explained. To make things easier, the MSJ department has provided a format that every student **MUST** follow. The format is given at the annex. Read the format properly and follow it while making your report. If you still have questions, you can always contact your university advisor.
- **Internship Presentation:** Your report might have been well done, however, if your presentation isn't up to the mark or if you have a tough time during the question and answer round, that could have a negative impact on your grading. As such, a student must provide a good show during the presentation as well. For starters, make sure that you are in your formal. Secondly, always reach at least ten minutes prior to the presentation time given to you. This way, you can take the extra time to go through your slides and also make sure that your slides are compatible with the university computer.
- **Intern Self-Evaluation:** Another aspect that a student needs to take part in is the internship self-evaluation. The student will need to fill up a form (found in annex) that will evaluate the internship programme that he or she has participated in. It will help the university get a better idea with regards to the company and will help the university advise the future interns accordingly. The evaluation form will be based on the requirements of the **Accrediting Council on Education in Journalism and Mass Communications (ACEJMC)** an agency responsible for the evaluation of professional bodies.
- **The evaluation of the Institution's supervisor:** The supervisor of the student in the company he or she worked for will also need to evaluate the student. The form that the supervisor will need to follow is also based on the requirements of the ACEJMC and is provided in the annex. The panel will take into consideration the grading of the supervisor as well.

A high percentage of ULAB's students end up getting a job in the place that they intern. Please note that internships are not necessarily paid. In fact, a majority of the companies do not pay interns. So, ensure that you get to intern in a company that not only suits your favoured skills but also helps you develop them, for you might just get a job there.

## **Guidelines for Study Tour and Project**

### **Introduction**

ULAB MSJ organises a two-week (or more) media and communications course with a foreign institution in Bangkok, Thailand, Delhi, India and Moscow, Russian Federation. The programme is then integrated with the internship programme. It is divided into two phases which are as follows:

The **first phase** of the internship will take place abroad and will last at least two weeks. Students will need to go through a series of Academic, Experiential and Cultural Programmes. For example, students may need to visit an international press club, they might have to visit museums, various historical sites and submit reports on them. They may also have to do projects and provide a presentation on their projects towards the end of the first phase of the programme.

The second phase of the internship will begin once the students return at the University of Liberal Arts Bangladesh on return. Students will have to sign for their regular courses for the said term and also continue the second phase of the internship. Most of the activities in the second phase will be directly related to the two-week course work abroad. On return, students will have to conduct seminar or a workshop and contribute to all three apprenticeship programmes – The ULABian, ULAB TV and Radio Campbuzz. Finally they will have to produce an Internship Report and present his/her work during Internship Presentation at the end of the term. The interns will have to complete the above activities during the said term in ULAB. Students successfully finishing both the phases will be given a certificate of completion of internship. At their 12<sup>th</sup> term they will only have to register for the courses MSJ 11498 and MSJ 11499, and will be officially given grades.

### **-Second Phase requirements**

#### **i) Seminar**

Upon their return, students will be required to provide a seminar on their experience and learning abroad. The topic and the date of the seminar will be selected in consultation with the Internship coordinator and supervisor.

#### **ii) Contributing to Students' magazine**

Students will have to contribute to all three students media in ULAB - the ULABian students' magazine, Radio Cambuzz and ULAB TV. She/he will have to work on one project each of the media. In order to be able to work with either of these students' media they need to provide a pitch to the coordinators of the media. If the pitch is accepted, they will be allowed to work on their project.

### **iii) Report/Defense**

Students will have to submit a complete internship report covering both the phases of his/her work and will have to present before a panel.

### **iv) Eligibility**

To be eligible for this study tour and internship, an applicant must be a

- ULAB MSJ student in his or her seventh semester or above.
- Have CGPA of at least 2.75.
- With Grades not lower than C in English for Media.
- Be able to bear all expenses.
- Should sign the form of waiver provided by ULAB
- Student must be able to clear the screening and selection process at ULAB.

**-Financial requirement:** Students will need to pay for this programme. The fees for the different foreign programmes may vary. The MSJ will try its best to link up with programmes that are affordable. For example, for the two week study tour with Asia Centre in Bangkok the students had to pay a total of USD 780 for Tuition fees and Accommodation. Along with the flight and daily allowance the total cost of the two-week programme for each student came up to around TK 110,000.

### **-How to apply**

- a) Interested students, who meet the above-mentioned requirements will have to fill up the application form available at the admin desk on the sixth floor of ULAB's Campus B. They will have to fill up the form and submit it to Naimul Karim (naimul.karim@ulab.edu.bd) along with the required documents.
- b) Students must also submit a written consent from their parents to the Department of Media Studies and Journalism that they do not have any objection.

**Student Internship Advisor.** All MSJ interns will be provided with an internship advisor. The duties of the internship advisor are as follows:

- To assess the proposed internship placement of the student – whether it is in accordance with the goals of the course.
- To monitor the progress of the student during the course of his/her internship.
- To act in consultation with the MSJ Department Head in case the student encounters problems during the course of his/her internship.
- To participate in evaluating the student's performance in the internship.

**Internship Period.** On the whole, if a student chooses the study tour option the internship, combining both the first and second phases will last for up to 12 weeks. After spending two weeks abroad, the student will need to work on apprenticeship programmes under a designated advisor upon his or her return. The student will need to visit the advisor at ULAB for two hours every week and discuss the second phase of the internship.

**Internship Decorum.** For the MSJ Department, the internship is a serious undertaking. Students are expected to work hard since their performance reflects on ULAB. Students are expected to abide by the rules and regulations of their host organization.

### **Internship Presentation/ Defence**

Students will have to present their report and defend their internship in front of a panel. The format of the report has been provided in the annex. Students will be given grades based on that presentation and the report, which will be credited against a student's internship courses and will fulfill their graduation requirements. The following are the segments of the Internship presentation:

**Introduction:** At the start of the presentation you will need to introduce yourself and the company that you interned for. You will have to provide a detailed background of your company, including an organogram.

**Presentation Proper:** Following your introduction you will be describing the various duties you had to fulfill during your internship. You will have to explain the projects and your work schedule in detail. You might also have to show proof of your work during the presentation, so don't leave any stones unturned and be ready. During the presentation you will also have to explain in detail your learning and your mistakes during the course of your internship.

**Question and Answer:** Following your presentation, you will be involved in a question and answer round with the panel. The panel will ask you questions based on your presentation and your report. A lot will depend on this round.

**Deliberation:** Following the question and answer segment, you will be asked to leave the room that you presented in momentarily. The panel members discuss and deliberate the kind of grade that should be given to you.

**Announcement of the grade result:** After a prolonged discussion, your grade will be announced at the end. The following is the grade system and the grade criteria:

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C+	= Below Average=	2.5
C	= Passing =	2.2
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**Revision of grade:** If a student is unhappy with his or her grade, he or she may write to the department's internship coordinator. In such a scenario a separate panel will be formed and the student's report will be reanalysed by the new panel. The student may be contacted again if the panel needs to. However, a student may not need to provide his or her presentation again.

**Internship Evaluation.** A panel will evaluate the student's performance during the internship. The panel consists of the Department Head, internship advisor and a faculty member. The panel will consider the following in evaluating the student:

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format is given at the annex. Read the format properly and follow it while making your report. If you still have questions, you can always contact your university advisor.

- **Internship Presentation:** Your report might have been well done, however, if your presentation isn't up to the mark or if you have a tough time during the question and answer round, that could have a negative impact on your grading. As such, a student must provide a good show during the presentation as well. For starters, make sure that you are in your formals. Secondly, always reach at least ten minutes prior to the presentation time given to you. This way, you can take the extra time to go through your slides and also make sure that your slides are compatible with the university computer.
- **Intern Self-Evaluation:** Another aspect that a student needs to take part in is the internship self-evaluation. The student will need to fill up a form (found in annex) that will evaluate the internship programme that he or she has participated in. It will help the university get a better idea with regards to the company and will help the university advise the future interns accordingly. The evaluation form will be based on the requirements of the **Accrediting Council on Education in Journalism and Mass Communications (ACEJMC)** an agency responsible for the evaluation of professional bodies.
- **The evaluation of the Institution's supervisor:** The supervisor of the student in the company he or she worked for will also need to evaluate the student. The form that the supervisor will need to follow is also based on the requirements of the ACEJMC and is provided in the annex. The panel will take into consideration the grading of the supervisor as well.

## **Guidelines for Research Project Internship**

### **-Eligibility**

ULAB MSJ students following the new curriculum can avail of the Pathway to Masters in Communication Program. They must be self-driven, committed and willing to work hard. BBA and DEH students can also avail of the Pathway if they take MSJ minor.

### **-Steps to avail the project**

1. Fill up the application form

When a student is in his or her eleventh term he or she may collect the Preliminary Project Sign-up Form available at the Masters in Communication Office (Room# B615) as well as MSJ Admin Officers' Desk and submit after filling it up properly.

2. Register for your 12th term

On your 12th semester you need to register for the internship courses (MSJ 11498 and MSJ 11499)

### **Description**

Instead of doing the workplace internship and the study tour a student will attend and complete the courses entitled: Communication Research (MSJ11511) and Communication Theories (MSJ11512).

Under Communication Research a student will work on his or her preliminary Chapter or the first chapter of their Masters thesis. And under the Communication Theories, a student will work under the second chapter of the Masters thesis.

### **Outline for Chapter one:**

Communication Research will mainly cover the introduction chapter. It will include the Background of the study, the problem statement, the study objectives, the significance of the study, the scope and delimitation and the research implications.

### **Outline for Chapter two:**

The Communication Theories course will cover the Study Framework and Literature Review. Students in this course will study the following: Literature Review, Theoretical Framework, Conceptual Framework, Operational Framework, Hypotheses and Definition of Terms.

### **Student Internship Advisor.**

Students will work on their preliminary chapters under the supervision of an assigned advisor.

### **Workshops**

There will also be workshops on Academic Writing, Citation & Plagiarism, and Thesis Formatting & Styling for the first two chapters and students will need to attend these workshops.

### **Internship Presentation/ Defence**

Akin to the workplace internship and the study tour internship, students will need to present their research idea and literature review at the end of the 12th term through a report. They will also have to present their report and defend their analysis in front of a panel. The format of the report has been provided in the annex. Students will be given grades based on that presentation and the report which will be credited against a student's internship courses and will fulfill their graduation requirements.

The following are the segments of the Internship presentation:

**Introduction:** At the start of the presentation you will need to introduce yourself and your project.

**Presentation Proper:** Following your introduction you will be describing the various duties you had to fulfill during your internship. You will have to explain the chapters in detail. You might also have to show proof of your work during the presentation, so don't leave any stones unturned and be ready. During the presentation you will also have to explain in detail your learning and your mistakes during the course of your internship.

**Question and Answer:** Following your presentation, you will be involved in a question and answer round with the panel. The panel will ask you questions based on your presentation and your report. A lot will depend on this round.

**Deliberation:** Following the question and answer segment, you will be asked to leave the room that you presented in momentarily. The panel members discuss and deliberate the kind of grade that should be given to you.

**Announcement of the grade result:** After a prolonged discussion, your grade will be announced at the end. The following is the grade system and the grade criteria:

A+	= Outstanding =	4.0
A	= Superlative =	4.0
A-	= Excellent =	3.8
B+	= Very Good =	3.3
B	= Good =	3.0
B-	= Average =	2.8
C+	= Below Average=	2.5
C	= Passing =	2.2
D	= Probationary=	1.5
F	= Fail	

**Revision of grade:** If a student is unhappy with his or her grade, he or she may write to the department's internship coordinator. In such a scenario a separate panel will be formed and the student's report will be reanalysed by the new panel. The student may be contacted again if the panel needs to. However, a student may not need to provide his or her presentation again.

**Internship Evaluation.** A panel will evaluate the student's performance during the internship. The panel consists of the Department Head, internship advisor and a faculty member. The panel will consider the following in evaluating the student:

- **Internship Report:** The report that you submit to the panel is essentially the only way through which the panel can get to know about the kind of work that you have done. You may have worked on a number of projects, however, if you don't document them professionally in your report, you may not get the reaction that you would have hoped to get. As such, ensure that your report is extremely detailed and that each of your work is well explained. To make things easier, the MSJ department has provided a format that every student **MUST** follow. The format is given at the annex. Read the format properly and follow it while making your report. If you still have questions, you can always contact your university advisor.
- **Internship Presentation:** Your report might have been well done, however, if your presentation isn't up to the mark or if you have a tough time during the question and answer round, that could have a negative impact on your grading. As such, a student must provide a good show during the presentation as well. For starters, make sure that you are in your formal. Secondly, always reach at least ten minutes prior to the presentation time given to you. This way, you can take the extra time to go through your slides and also make sure that your slides are compatible with the university computer.
- **Intern Self-Evaluation:** Another aspect that a student needs to take part in is the internship self-evaluation. The student will need to fill up a form (found in annex) that will evaluate the internship programme that he or she has participated in. It will help the university get a better idea with regards to the company and will help the university advise the future interns accordingly. The evaluation form will be based on the requirements of the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) an agency responsible for the evaluation of professional bodies.
- **The evaluation of the Institution's supervisor:** The supervisor of the student in the company he or she worked for will also need to evaluate the student. The form that the supervisor will need to follow is also based on the requirements of the ACEJMC and is provided in the annex. The panel will take into consideration the grading of the supervisor as well.

**MSJ Internship Programme ([www.facebook.com/groups/msjinterns](https://www.facebook.com/groups/msjinterns))**

Finally, it is a must for every internship student to join the MSJ Internship Group on Facebook. It is a closed group on Facebook and a student's membership will be accepted only if he or she is set to participate in an internship. In order to join the

group you a student must search for 'MSJ Internship Programme' on Facebook and apply to join the group. Members of ULAB's alumni and former students of the university keep posting in that group quite frequently and it can help a student get an internship as well. The internship coordinator frequently posts updates on that page that the students need to be mindful of. As a result, it will be extremely helpful for the students if they join this group.

### **Dos and Don'ts**

1. Any post that you try to publish on this Facebook page will need the approval of the internship coordinator. This page will strictly be used for internship purposes only, as a result, posts related to any other topic shall not be published. Kindly don't post anything that is not related to the internship programme.
2. This is a page that includes not only your batch mates, but your alumni as well. As a result, try to post your comments as formally as possible. Avoid slangs or a unnecessary short forms such as the usage of 'r' instead of 'are' or any other similar references. Remember, the clearer your comments are, the easier it will be for your internship coordinator and your alumni to help you out.
3. At the same time, you may not swear or use abusive language in the group. Anyone breaking the decorum shall be banned forever from the group.

### **A step-by-step guideline of the internship process**

In order to explain the entire internship process in brief, the following is a guideline that a students my use once they register for their respective internship.

#### **Steps for Workplace Internship**

Step 1: Register for your last semester

Step 2: Sign up with the University's Career Service Center (CSC). You are also required to submit your CV to the CSC. Collect it from CSC. Sample on page 42.

Step 3: Look for possible companies where you can intern.

Step 4: Once you get an offer from a company, contact your internship coordinator.

Step 5: The internship coordinator will analyse the company and then based on the result will either allow or disallow you to intern in that particular company. If the coordinator accepts the company, you will have to fill up the approval form (Form available on page 34) and get it signed from your coordinator. If he does not accept the company, repeat steps four and five.

Step 6: Once the approval form is completed, collect a letter of acceptance from the company. Submit the letter of acceptance to the University's Career Service Center.

In case you have a course left in your final semester, you will need to get a letter from the company stating that they do not have a problem with you attending university whilst doing the internship and that they will be providing you with enough leeway so that you can attend class in that particular semester. You will also need to get that letter signed from the Head of the Media Studies and Journalism Department.

Step 7: Fill up the sign-up sheet with the MSJ department. (Form available on page 37) and submit it to your advisor.

Step 8: Get to know your internship advisor and begin your internship.

Step 9: Try to meet your internship advisor at least once a week and make sure you provide the advisor with all the details the advisor requires.

Step 10: Towards the end of your internship (during your last month), you will need to start filling up a number of forms, all of which are available along with this manual. You will need to fill up these forms. You will need to submit some of these forms along with your Internship report. There are some other forms that you will need to submit to the Internship Coordinator and the University's Career Service Center separately.

The following are the forms that you will need to fill and submit along with your report (You will need to print these forms and add them to your report) :

1. Plagiarism Declaration Form (Available on Page 40)
2. Internship Report Approval Form (Available on Page 41)
3. Self Assessment Form (Available on Page 38)
4. Supervisor Evaluation Form (Available on Page 30)

The following are the forms that you will need to submit to the University's Career Service Center.

1. Intern Assessment form (Available on Page 32). This is a form that the intern should submit to his or her supervisor at the company. The Supervisor will need to fill this form and give it back to the intern in a sealed envelope. The intern will need to submit the sealed envelope to the University's Career Service Center.

The following are the forms that you will need to submit to the Internship Coordinator:

1. Advisor Assessment form (Available on Page 28)

Step 11: You need to submit your internship report to your internship advisor within the given deadline. Once your adviser approves your internship, send the internship coordinator a PDF of your internship report.

Step 12: You will need to provide a presentation in front of a panel on a given date regarding your internship. This will officially bring an end to your internship.

### **Steps for Study Tour Internship**

Step 1: Collect the application form of the Study Tour Internship from the admin (Campus B, Floor 6). Fill it up as per the instructions given on the form and submit it to the Internship Coordinator.

Step 2: Sign up with the University's Career Service Center (CSC). You are also required to submit your CV there. Get the form from CSC. Sample on page 42.

Step 3: You will need to go through a screening process, which will be conducted by the internship coordinator.

Step 4: If you are selected you will need to constantly stay in touch with the internship coordinator since there will be plenty of work ranging from visa application, travel plans to the payment procedures that you will need to be aware about.

Step 5: Once you get the offer letter from your company abroad, you will need to submit that to the University's Career Service Center.

Step 6: You will have to fill up the approval form (Form available on page 34) and get it signed from the internship coordinator.

Step 7: Fill up the sign-up sheet with the MSJ department. (Form available on page 37) and submit it to your advisor.

Step 8: Get to know your internship advisor and begin your internship.

Step 9: Try to meet your internship advisor at least once a week and make sure you provide the advisor with all the details the advisor requires. You will need to clock in and clock out your timings by signing your name on a designated register.

Step 10: Once you return from your internship abroad, you will need to work on the second phase at the University. You will need to work on apprenticeship programmes at ULAB. In case you are not a student who is in your last semester,

you will need to complete the second phase of your internship alongside your normal semester course work.

Step 11: Towards the end of your internship (during your last month), you will need to start filling up a number of forms, all of which are available along with this manual. You will need to fill up these forms. You will need to submit some of these forms along with your Internship report. There are some other forms that you will need to submit to the Internship Coordinator and the University's Career Service Center separately.

The following are the forms that you will need to fill and submit along with your report (You will need to print these forms and add them to your report):

1. Plagiarism Declaration Form (Available on Page 40)
2. Internship Report Approval Form (Available on Page 41)
3. Self Assessment Form (Available on Page 38)
4. Supervisor Evaluation Form (Available on Page 30)

The following are the forms that you will need to submit to the University's Career Service Center.

1. Intern Assessment form (Available on Page 32). This is a form that the intern should submit to his or her supervisor at the company. The Supervisor will need to fill this form and give it back to the intern in a sealed envelope. The intern will need to submit the sealed envelope to the University's Career Service Center.

The following are the forms that you will need to submit to the Internship Coordinator:

1. Advisor Assessment form (Available on Page 28)

Step 11: You need to submit your internship report to your internship advisor within the given deadline. Once your adviser approves your internship, send the internship coordinator a PDF of your internship report.

Step 12: You will need to provide a presentation in front of a panel on a given date regarding your internship. If you pass and you are in your last semester you will be provided your grades and that will mark the end of your internship.

If you pass and you are not in your last semester, you will be provided a certificate from ULAB that will state the completion of your internship. Once you reach your last semester and register for your internship, you will be officially provided your internship grades.



## **Steps for Research Internship**

Step 1: Register for your last semester.

Step 2: Sign up with the University's Career Service Center (CSC). You are also required to submit your CV to the CSC. You will need to mention there that you have applied to do a research internship.

Step 3: Fill up the application form for the research internship. Collect it from the admin on the sixth floor of ULAB's campus B.

In case you have a course left in your final semester, you will need contact the faculty who coordinates the Masters studies segment of ULAB.

Step 4: Start studying the courses, Communication Research (MSJ11511) and Communication Theories (MSJ11512). You will also need to attend various workshops. You will also need to spend a stipulated amount of time on campus. You will need to clock in and clock out your presence on a designated register.

Step 5: Fill up the approval form (Form available on page 34) and get it signed from the internship coordinator.

Step 6: Fill up the sign-up sheet with the MSJ department. (Form available on page 37) and submit it to your advisor.

Step 7: Get to know your internship advisor and begin your internship.

Step 8: Try to meet your internship advisor at least once a week and make sure you provide the advisor with all the details the advisor requires.

Step 9: Towards the end of your internship (during your last month), you will need to start filling up a number of forms, all of which are available along with this manual. You will need to fill up these forms. You will need to submit some of these forms along with your Internship report. There are some other forms that you will need to submit to the Internship Coordinator and the University's Career Service Center separately.

The following are the forms that you will need to fill and submit along with your report (You will need to print these forms and add them to your report) :

1. Plagiarism Declaration Form (Available on Page 40)
2. Internship Report Approval Form (Available on Page 41)
3. Self Assessment Form (Available on Page 38)

The following are the forms that you will need to submit to the Internship Coordinator:

1. Advisor Assessment form (Available on Page 28)

Step 11: You need to submit your internship report to your internship advisor within the given deadline. Once your adviser approves your internship, send the internship coordinator a PDF of your internship report.

Step 12: You will need to provide a presentation in front of a panel on a given date regarding your internship. This will officially bring an end to your internship.

## Appendix 1

This section of the appendix will include the list of forms that students will require during their internship. All the forms in this manual can be used in the report except for the sign-up sheet with the Career Services Centre. A sample of that form is provided in this manual, however, the original form will be given to you from the Career Services Centre at the start of your internship.

## ADVISOR ASSESSMENT FORM

The purpose of this survey is to analyse the performance of the student's internship advisor.

Name of Advisor: \_\_\_\_\_

1. Please rate the following dimensions based on the advisor's quality of work:

5 = Excellent, 4 = Very good, 3 = Good, 2 = Average, 1 =Poor

NO.	CRITERIA	RATING
1.	The advisor regularly monitored the course of the student during the internship	
2.	The advisor was able to properly handle the problems encountered by the student during the internship	
3.	The advisor was helpful instrumental in the student's internship report.	
4.	The advisor provided proper feedback in writing the internship report and presentation.	

2. Strengths and weaknesses you have observed

--

### 3. General Comments

--

---

Signature of Intern

## **SUPERVISOR EVALUATION FORM**

The purpose of this survey is to obtain information with regards to the company's supervisor in which the student has interned. The information will help the university in its future endeavors.

Name of Intern: \_\_\_\_\_

University ID: \_\_\_\_\_

Name of the Institute/Organization: \_\_\_\_\_

Corporate Office Address: \_\_\_\_\_

Email: \_\_\_\_\_

Web: \_\_\_\_\_

Nature: Please put tick (√) in appropriate box

☐ Academic    ☐ Research    ☐ Business Enterprise    ☐ Others

1. Please rate the following dimensions according to the level of the company's performance.

5 = Excellent, 4 = Very good, 3 = Good, 2 = Average, 1 = Poor

No.	Dimensions of Quality	Rating
<b>A. Knowledge</b>		
3.1	Job knowledge (knowledge on the subject matter)	
3.2	IT knowledge	
3.3	Innovative knowledge	
<b>B. Communication Skills</b>		
3.4	Oral communication	
3.5	Written communication	
3.6	Presentation skills	
<b>C. Interpersonal Skills</b>		
3.7	Ability to work in teams	
3.8	Leadership	
3.9	Empathy	
3.10	Motivation ability	
3.11	Reliability	
3.12	Appreciation of ethical values	
3.13	Adaptability	

<b>D. Work Skills</b>		
3.14	Time management	
3.15	Judgment	
3.16	Problem formulation, solving and decision making skills	
3.17	Collecting and analyzing appropriate data	
3.18	Ability to link theory to practice	
3.19	Discipline	
3.20	Sense of responsibility	

4. Strengths and weaknesses you have observed

--

5. General Comments

--

---

Signature of Intern

### **INTERN ASSESSMENT FORM**

The purpose of this survey is to obtain employers' input on the quality of work of :

Name of Intern: \_\_\_\_\_

University ID: \_\_\_\_\_

The intern is a student of the Media Studies and Journalism Department of the University of Liberal Arts Bangladesh.

Name of the Institute/Organization: \_\_\_\_\_

Corporate Office Address: \_\_\_\_\_

Email: \_\_\_\_\_

Web: \_\_\_\_\_

Nature: Please put tick (✓) in appropriate box

☐ Academic ☐ Research ☐ Business Enterprise ☐ Others \_\_\_\_\_

1. Please rate the following dimensions based on their quality of work:

5 = Excellent, 4 = Very good, 3 = Good, 2 = Average, 1 = Poor

No.	CRITERIA	RATING
1	Skills and knowledge necessary for job	
2	Quality of work done	
3	Amount of work done	
4	Reliability in meeting deadlines	
5	Working relationship with members of organisation	
6	Ability to communicate clearly	
7	If you were to assign a grade for our Intern's performance what would it be?	

2. Major weakness you have observed



3. General Comments (please make additional comments or suggestion, which you think would help to strengthen our programs for the improvement the quality of graduates).

---

Name and Signature of Intern Supervisor

### Approval Form

### A. General Information

1. Name of intern:
2. ID Number:
3. Mobile Number:
4. Email Address:
5. Company name:
6. Position in Company:
7. Name of Supervisor:
8. Contact details of Supervisor:
9. Internship Period:

### **B. Job Description**

[illegible]

This is to certify that the internship coordinator of the University of Liberal Arts Bangladesh's Media Studies and Journalism Department has approved the above-mentioned student to intern in

the specific company. Based on the job description provided by the company and the work that they have done in the recent past, it seems like an organisation is suitable for the student to intern in.

C. Internship coordinator's name and Signature

--

## **INTERN WORK OBSERVATION REPORT**

### **A. General Information**

1. Department:
2. Name of intern:
3. ID Number:
4. Name of advisor:
5. Date and time of visit:

### **B. Aspects Evaluated and Scoring Scale**

5- Excellent    4- Very Good    3- Good                      2- Fair                      1- Poor  
(Please provide a tick mark for each aspect)

Description	5	4	3	2	1
<b>1. Appearance</b>					
<b>a. Dressing</b>					
<b>b. Cleanliness</b>					
<b>c. Grooming</b>					
<b>2. Attitude</b>					
<b>a. Rapport with colleagues</b>					
<b>b. Enthusiasm</b>					
<b>c. Pleasantness</b>					



### **MSI SIGN-UP SHEET**

#### **A. General Information**

1. Name of intern:
2. ID Number:
3. Mobile Number:
4. Email Address:
5. Company name:
6. Position in Company:
7. Name of Supervisor:
8. Contact details of Supervisor:
9. Internship Period:

#### **B. Job Description**

--

C. Adviser's name and Signature

--

**SELF-ASSESSMENT FORM**

The purpose of this survey is to obtain students input on how they think they have performed.

Name of Intern: \_\_\_\_\_

University ID: \_\_\_\_\_

Name of the Institute/Organization:

Corporate Office Address:

Email:

--

Web:

--

1. During a typical week, approximately how many hours did you dedicate to your internship?

--

2. Was your internship paid? If yes, how much?

--

3. Was your site supervisor available to meet when needed? Tick any one of the following.

☐ Not at all      ☐ Slightly      ☐ Moderately      ☐ Quite a bit      ☐ A great deal

4. Next, we would like to know how you were affected by your internship. Using the scale below, please indicate the degree to which participation in your internship experience increased or strengthened your abilities, attitudes, awareness or understanding in each of the areas identified:

1=Not at all      2=Slightly      3=Moderately      4=Quite a bit      5=A great deal

NO	CRITERIA (Personal)	RATING
1	I have a sense of satisfaction in doing something worthwhile.	
2	I believe in my ability to make a difference.	
3	I am open to new experiences.	
4	I have gained the capacity to be more productive.	
5	I can recognize my personal strengths.	
6	I can recognize my personal weaknesses.	
7	I have a sense of personal achievement.	
8	I have the ability to persevere in difficult tasks	
NO	CRITERIA (Social/Interpersonal Impact)	
9	I demonstrate concern for the welfare of others	
10	I can be understanding and appreciative of people with diverse backgrounds	
11	I have the ability to work cooperatively with others	
12	I have the ability to communicate effectively	
13	I have increased my ability to be a leader	
14	I feel more connected to my community	
NO	CRITERIA (Academic learning impact)	
17	I have acquired knowledge from the job duties I performed	
18	I have broadened my critical thinking skills (reasoning, problem solving)	
19	I have learnt the ability to work independently	
20	I feel my classroom learning was enriched	
21	I have the ability to connect academic subject matter to the real world.	
NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	
22	I developed specialised technical skills for a specific job function	
23	I broadened my future employment possibilities	
24	I received an opportunity to explore a specific career	

25	I developed realistic ideas about the work world	
26	I narrowed my future possible career choices.	
27	<b>What is your average score from this test?</b>	

#### 5. General Comments

---

Signature of Intern

#### PLAGIARISM DECLARATION

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were ones own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.
  
2. I acknowledge and understand that plagiarism is wrong.
  
3. I understand that my research must be accurately referenced.
  
4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting



identical work to others constitutes a form of plagiarism.

5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name:

ULAB ID:

Signature \_\_\_\_\_ Date \_\_\_\_\_

### **Internship Report Approval Form**

Student Name \_\_\_\_\_ IDNo. \_\_\_\_\_

Major: \_\_\_\_\_ Year: \_\_\_\_\_

Local Phone: \_\_\_\_\_ Email: \_\_\_\_\_

---

#### INTERNSHIP/PROJECT INFORMATION

Internship

Organization/Project: \_\_\_\_\_

Internship /Project Report

Topic: \_\_\_\_\_

Semester (Tick one): ☐ Spring 2016 ☐ Summer 2016 ☐ Fall 2016

-----

Advisor APPROVAL

(Please place a Tick)

☐ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

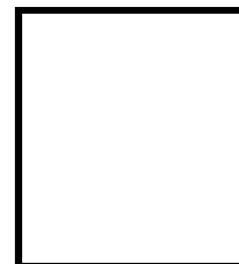
Remarks (If Not Approved/Pretrial/Full Rewrite):

\_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_



**SPRING 2015**

**DISSERTATION/INTERNSHIP/PROJECT**

**USE BLOCK LETTERS ONLY**

NAME:	DEPT: CSE / DEH / ETE / MSJ / USB
ID#	CGPA:
MAJOR :	MINOR/OPT:
ULAB EMAIL:	PHONES:
ALTERNATIVE EMAIL:	CAREER GOAL:

PREFERRED ORGANIZATION(S):	APPLIED ALREADY?
1.	YES / NO
2.	YES / NO
3.	YES / NO
4.	YES / NO
5.	YES / NO

**EXPECTATIONS OUT OF THE INTERNSHIP/PROJECT:**

*"At the end of this internship/project, I expect to have accomplished..."*

1.
2.
3.
4.
5.

**REMARKS:**

--

## INTERN EVALUATION FORM

Date of Evaluation:

Name of Student:

Student ID:

Name of Panelist	Numeric Score
TOTAL	
AVERAGE	

FINAL GRADE: \_\_\_\_\_

A+ = Outstanding = Above Average Performance	= 4.0
A = Superlative = Above Average Performance	= 4.0
A- = Excellent = Above Average Performance	= 3.8
B+ = Very Good = Above Average Performance	= 3.3
B = Good = Above Average Performance	= 3.0
B- = Average = Acceptable Performance	= 2.8
C+ = Below Average = Below Average Performance	= 2.5
C = Passing = Below Average Performance	= 2.2
D = Probationary = Unacceptable	= 1.5
F= Fail = Unacceptable	= 0

---

Signature of Panel Chairperson

## Appendix 2

This section of the appendix will include general guidelines, instructions on how a student can create his or her CV and the format that a student should follow while writing the report.

### GENERAL INTERNSHIP GUIDELINES FOR ULAB STUDENTS

The University of Liberal Arts Bangladesh (ULAB) believes that:

- 1. Its students should have a well-rounded education – a balance between theory and practice, academic knowledge and practical skills.**
- 2. Its students should be able to participate in the practical application of their skills. This is partly fulfilled through the internship.**

To that end, ULAB has made internships a mainstay of its co-curricular life. In their final semester of study, students are required to seek out a suitable organization for an internship to appreciate and experience the dynamics of working in a real organization.

These may usually be unpaid or occasionally paid, depending on the employer. The duration of the internship is usually from 10 to 12 weeks. Students are expected to work the employer's requested hours, except any class time required on ULAB campus. This is to be negotiated between the host institution and the students.

Suitable employers include any reputable organization in a field related to the student's course of study at ULAB, including the students Major or Minor. The student internship advisor will approve the suitability of the host institution for the student. Then, a recommendation letter will be given to the student as a potential candidate for the host institution.

If the host institution agrees, they will send a letter of acceptance to ULAB. If the student cannot find a suitable placement, the department will assign a supervised project work or look for a suitable placement. The host institution is requested to fill out an evaluation of the student upon the completion of the internship.

The student is expected to write a report detailing their internship and any lessons learned from it. This report will be presented before a panel of ULAB examiners and will be graded.

The best internship is the one where a student is able to obtain his/her goals, while contributing to the host institution.

ULAB students are expected to take the internship as seriously as they would in any job and conduct themselves in a mature manner. They are expected to be able to work both independently and in a team, and be flexible, proactive and enthusiastic.

Past Media Studies and Journalism interns have found placements in the following host institutions:

- Adcomm
- Audiovision Films
- Channel 1
- Concern Universal Bangladesh
- Daily Star
- Devnet Limited
- DRIK Picture Library
- Ekushey TV
- Ittefaq
- Jugantor
- Madonna Advertising
- Prothom Alo
- SW Multimedia
- Zanala Banglades
- Benchmark Ltd.
- Grey Advertising Ltd.
- Bitopy Advertising Ltd.
- People's Oriented Program Implementation (POPI)-NGO
- ATN
- Bhorer Kagoj
- Computer Barta
- Culture Craft
- Desh TV
- Dhansiri Communications
- T M Foundation
- Independent Television
- Jamuna TV
- Kazi Morshed, filmmaker
- Probaho Media House
- Samakal
- UCEP-Bangladesh (NGO)
- English in Action
- Indruk Communications Ltd.
- Nucleus Ltd.
- Tareque Masud Memorial Trust

## GUIDE TO PREPARE YOUR CV

1. Do not use a fancy font – they are difficult to read and may put some employers off. Use standard fonts like 12 pt New Times Roman or 11 pt Arial. Use consistent formatting style. For example all headings should look similar (same size and type of font, same indentation, spacing, etc).
2. There is no hard-and-fast design template. Try to keep it to one-two pages.  
NEVER go beyond two pages.
3. You should highlight what is BEST about yourself, mention your achievements, and co-curricular activities but also do not oversell yourself.
4. Be concise, use active verbs, do not have long sentences, try not to use abbreviations.
5. Start with the most recent employment and education details and work your way backwards.
6. Describe what you did using active verbs: "Taught" "Designed" "Implemented"
7. Do not leave gaps between education and employment details. If you have been travelling or using time to volunteer make sure you mention it.
8. Use headings in bold type to help the reader navigate.
9. Do not use personal pronouns like "I" or "We" in the wording of the document.
10. Use courtesy titles when referring to people (such as your References). Eg. Dr.  
Anisul Islam, Mr. Fahad Rahman or Ms. Jahanara Anwar.
11. Keep the objectives brief, impersonal (don't use "I" or "my") and to the point. Do not just put together several objectives you have read somewhere and liked the sound of. Long, complicated objective statements put off the reader right at the beginning.
12. Do give examples of memberships of clubs and activities you participated in.  
These make you stand out among the crowd and show the employers who you really are.
13. There is no need to mention height, weight, blood group etc unless you know these are needed for the job you would like to apply for. Personal information should be kept to a bare minimum. District, etc, are not necessary.
14. Do mention your expected date of graduation.

15. Know when to use capital letters. Always use capitals in names of people, schools, colleges and places (Eg. University of Liberal Arts Bangladesh not University of liberal arts Bangladesh)
16. Do not use abbreviations such as "&". Use the full form of the word – "and". Remember that the CV is a formal document.
17. If you decide to include personal qualities, remember these are subjective, that is, they are your opinions, not necessarily facts about yourself (eg innovative, hard working, goal oriented). You may be asked to justify with examples to the interviewer your inclusion of those qualities. Rather than just listing random qualities that sound good, put emphasis on facts in the CV. Emphasise what you did, what your achievements, activities and interests have been over the last few years.
18. Use formal passport-size photograph. NEVER use fancy personal photograph taken for facebook or friends.
19. Put a simple border (nothing fancy!) around your digital photo.
20. It goes without saying that everything you mention in the CV needs to be accurate and true. There is no need to sign off on the CV with statements such as "All information given in this CV is accurate to the best of my knowledge".
21. Leave lots of white space.
22. Make sure you spell check.
23. NEVER LIE!

## **Layout**

1. At the TOP:
  - Your name, address, phone and email
  - Embed your photograph into the document
2. Objective
3. Professional Experience
4. Education
5. Skills (IT, Languages, etc)
6. Personal Details
7. References



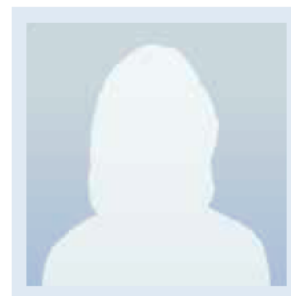
**Farhana. Q. Student**

House 56, Road 4A @ Satmasjid Road

Dhanmondi, Dhaka 1209

Email: f.q.s@hotmail.com

Mobile: +880-171-111-2222

**Objective**

To serve in a media house, in a well-fitted position and develop my career in news reporting section.

**Professional Experience**

April 2009-Documentary on Seed Collection and Preservation

- Assisted cameraman , shot footage , operated boom and recorded sound
- Took photos of subjects at work on SLR digital camera.

July 2008- Documentary film on 'Water Pollution'

- Created the original concept about the story.
- Took photos of subjects at work on SLR digital camera.

February 2008 - Documentary film on '21st February'

- Shot footage on HDV video camera
- Interviewed sources
- Wrote Bangla language script detailing history and culture of Ekushey February.

**Education**

BSS in Media Studies & Journalism : Graduating Fall 2010  
(Concentration in Journalism) CGPA 3.93 out of 4.00  
University of Liberal Arts Bangladesh

H.S.C Humanities group : 2006, CGPA 4.50  
Dhaka College

S.S.C Science group : 2004, CGPA 3.83  
Model Academy Mirpur

**Language Skills**

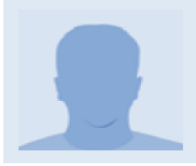
Fluent in Bangla and English.

**Personal Details**

Father's name	: Md. Kamruzzaman Student
Mother's name	: Mrs. Student Begum
Permanent Address	: 48 Somewhere, Dhaka-1204
Marital Status	: Single
Date of Birth	: January 1, 1990

**References**

M. Professor, Assistant Professor Media Studies & Journalism University of Liberal Arts	Z. Lecturer, Lecturer Media Studies & Journalism University of Liberal Arts Bangladesh House 56, Road
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## Md. Q. Student

House 56, Road 4A @ Satmasjid Road, Dhanmondi, Dhaka 1209.  
Cell: +880 171 222-3333 Email: md\_q\_student@hotmail.com

### Objective:

A highly self-motivated individual, inspired to work in the media sector to build up a successful career in a reputed organization, using experience I have acquired in my academic and professional career.

### Professional Experience:

**June 2009 –February 2010: Photographer for Shwapno Abashan (Monthly Magazine)** Took photos, interviews, edit photos in Photoshop CS3, gathered information, communicated with teammates.

**2009: Assistant Director, Cameraman & Editor of student projects, ULAB**

Assisted the Director, captured video on professional Sony HDV camera, edited in Macintosh Final Cut Pro.

**August 2008-March 2009: Photographer for The Daily Shomokal ("NANDAN" Page)**

Took photos, edited photo in Photoshop CS2, communicated with colleagues and supervisors.

**2006-2007: Assistant Director & Producer, MV of Shubir Nondi under Shangita Music**

Assisted the Director, fixed shooting locations, arranged props, and managed the whole team in Cox's Bazaar.

### Academic Qualifications:

- Currently studying BSS (Hons.) in Media studies and Journalism in the University of Liberal Arts Bangladesh (ULAB), Term 11th. (CGPA-3.93).
- Completed Higher Secondary Certificate from Dhaka Commerce College, under Dhaka Education Board in 2005 from Business Studies with GPA 4.10.
- Completed Secondary School Certificate from University Laboratory School and College, under Dhaka Education Board in 2003 from Business Studies with GPA 4.00.

### Language Skills:

Fluent in Bangla. Good speaking, reading & writing knowledge of English.

### IT Skills:

Basic computer operating skills with Office Management & Microsoft Office. Basic photo editing and illustration, using Adobe Design Pack.

### Personal Information:

Father's Name : Md. Kamruzzaman Student  
Mother's Name : Mrs. Student Begum  
Date of Birth : 01-01-1990  
Sex : Male  
Marital Status : Single  
Religion : Islam  
Nationality : Bangladeshi

### References:

**M Professor**, Assistant Professor  
Department of Media Studies and Journalism  
University of Liberal Arts Bangladesh  
Tel.

**Dr. Professor**, Professor  
Department of Journalism  
University of Dhaka  
Phone:

# Guidelines for the Internship Report

## General Guidelines for writing the report

1. The purpose of the report is for the students to record in detail their internship experience:
  - Expectations/Objectives
  - Week-by-week experience in the workplace
  - Details of the projects worked on
  - Work outcomes
  - Satisfaction regarding the Internship
2. The report should also include, where possible
  - Samples of the work/project undertaken
  - Photo or video documentation of projects worked on
  - Workplace Daily Logs (Daily Diary)
3. Great Care should be taken with the write up
  - The report should be written in clear and concise language
  - Attention to spelling and grammar is requested
  - The report must be word processed
4. On the whole the report should be a reflection of the student's work as an intern.
5. Three hand-bind copies should be submitted to the Department by the stipulated date.
6. A soft PDF copy should be sent to Internship Coordinator by email.
7. If you need to look at the past copies of the report you can contact the ULAB Library
8. 12-point Time New Roman or 11-pt Arial font should be used in the body of the report.
9. Headings and sub-headings can be made bold.

## Report Format

### **1. Front Cover Page**

Report's hard-bind cover should consist the following:

ULAB Logo  
Media Studies and Journalism Department  
Internship Report  
Name:  
ID:  
Term.....  
Course code:  
Host Organisation:  
Submission date:

## **2. Content**

### **3. Student's Details:**

Please give the following details in inside cover page:

Name:

Student ID:

Department:

Concentration:

Your career goal:

Host Organization with full address:

Name and designation of the Supervisor (at host institution):

Section you worked in (Advertising, TV Journalism, etc):

Internship Start Date:

Internship End Date:

How many hours/week:

### **4. Acknowledgement:**

Here students can acknowledge people who helped him/her during the internship

### **5. Plagiarism Declaration Form:**

Interns must sign this form and attach with the report. The report will not be accepted with this document.

### **6. Internship Report Approval Form:**

Your internship faculty supervisor who will be guiding you throughout the internship period should approve your report before submission. Fill up the form and get it signed by your internship faculty supervisor, and add the form in the report.

### **7. Introduction:**

Here you give a brief summary of the report including. How you started your internship, your main objectives, the main tasks you were assigned, the projects you did and your experience during the internship.

### **8. Expectations/Objectives:**

This should be written before you start the internship. Here you should state why you want to do the internship and what it is you expect to achieve during the internship. You can return to this when you are preparing your evaluation and discussing the outcomes.

For example: "On the completion of the internship I expected to:

- Apply knowledge gained at ULAB to specific multimedia projects
- Develop further technical skills in the field of multimedia production
- Acquire new production skills in multimedia
- Develop an understanding of business practices in the field of multimedia

### **9. Host Organisation:**

Here you provide information about your host organisation and work environment. It should not be longer than 2/3 pages.

### **10. Tasks:**

List your tasks or main responsibilities at the host institution. It is like your job responsibilities. It should be in bullet form. For example - As an intern I was assigned to do the following tasks:

- 1.
- 2.
- 3.

### **11. Project Details**

This is the most important part of your report where you provide in-depth details of every task or project you worked on, such as an advertising campaign or a multimedia brief for a NGO. Please provide evidence of your work. Describe more of your involvement in the project rather than simply mentioning how the project was done. For example, if you work as an intern in a reporting section you are supposed to cover assignments and write report on a regular basis. Start from how you were assigned, then how you covered the event, how you wrote the story, how it was edited, how the corrections were carried out, was there any second edit, and finally how the report was printed. Term one story as Project 1, then Project 2 and so on. As mentioned earlier that it is important to show your work in details in the project details rather than providing a report or explaining how a newspaper office works or how a reporting section works. At the end of every project provide your Learning Experience i.e what you learned from that particular exercise – like you learn how news are written, mistakes you made, word preference, sentence construction etc. Show evidence like hand-written notes you took in a staff meeting, notes you took during your conversation with a source, documents given by your supervisor etc.

### **12. Internship Outcome**

Comment on the advantages of doing your internship at your chosen host institution. Also comment on the drawbacks of doing your internship there.

List the things you feel you have definitely achieved as a result of participating in the internship. That is, what lessons have you learned during the internship?

For example: "As a result of the internship...

- I now have a clear understanding of the way which a multimedia company operates
- I acquired the following additional skills.....
- I have begun to create a network of contacts in the area that will benefit my employment chances in the future."

### **13. The Workplace Log**

Ideally, you would keep a daily diary of your activities but periodic entries are acceptable. Please turn in the original or a photocopy of your diary. Do not re-type on the computer. Here you record what you actually do on the internship. For example:

#### **Day 13 (Jan 22, 2015)**

9.00 am – attended a meeting about new project. The team leader outlined the terms for the project and assigned roles. I was assigned to storyboard the ad.

10.00-4.00 pm, Rafiq and I bounced ideas of one another and then translated them into the storyboard.

4.00 pm, Rafiq and I worked on improving the storyboard (see attached examples).

### **14. Self Assessment Form**

Students should fill up the self assessment form provided in the appendix and include it in this section of the internship report.



### **15. Professional Competencies**

Professional competencies are the skills, knowledge and attributes that are valued by the employers. For every profession you need to demonstrate certain skills relating to the job. You can provide a list of competencies you attained in your internship – the competencies that will help you obtain a job in your specialised field.

### **Appendices (if necessary)**

In the Appendices you provide additional information in support of your report – information you could not add in the main part of the body of the report especially in project details. For example, you wrote around 30 reports in three months of internship. In your project details you cannot accommodate all the 30 reports, rather you give best 10 reports including some by-line report in the project details section. The rest of the reports you can add in the appendices. Another example can be you worked on a 100-page script for a documentary production. It is not possible to insert 100-page script in the main body of the report. You can explain your contribution in the script in the project details section and then give the whole script in the appendices.

### **Guidelines for the Presentation**

1. Submit your internship report (approved by your Internship Advisor) to the Internship Coordinator on or before the prescribed deadline.
2. The internship presentation is conducted in public. This means that anyone can observe the internship presentation. Arrive at least 15 minutes before the time scheduled for your presentation.
3. The main participants to the internship are the intern and an evaluation panel – MSJ Head or someone assigned by him, Student Internship Advisor and another MSJ Faculty.
4. The internship presentation usually lasts for 30 to 45 minutes – 15 minutes for presentation, 15-25 minutes for question and answer and 5 minutes for panel deliberation.
5. During the internship presentation, the intern must make sure of the following:
  - Power point presentation
  - Short video presentation (if appropriate)
  - Exhibit of work samples in the venue (if appropriate)
  - Dress appropriately
  - Answer questions from the panel
6. During and after the presentation, the panel may ask questions to the intern. The intern will be given some time to answer the questions raised.
7. After the question and answer, the intern and the audience (if any) will be asked to leave the room in order for the panel to deliberate on the grade. After deliberation, the intern alone will be called in to listen to the evaluation of the panel. The Student Internship Supervisor or a member of the panel will explain the basis of the evaluation to the student.
8. Remember, you will not be assigned with any Grade if your file is not complete with Host Evaluation and other necessary information.

### **Appendix 3:**

The following is a checklist of the forms that you need to fill and the things that you need to do at the time of the submission of your report.

#### **CHECKLIST**

- ☐ Plagiarism Declaration Form
- ☐ Internship Report Approval Form (To be approved by your advisor)
- ☐ Self Evaluation Form
- ☐ Company Evaluation Form
- ☐ Intern Assessment Form
- ☐ Advisor Assessment Form
- ☐ After submitting your report to your advisor, e-mail the PDF version to the internship coordinator