**Final Report Guidelines**

**1.Cover page contains:**

* Logos of marketing department and the training organization
* Student name & id
* Date
* Course code and name
* Name of Academic Supervisor, Name of Organization Supervisor.

**2.Introduction: Briefly describe**

a. The company

b. The department you worked in

c. The task assigned to you

**3.Description of the work:**

a. Tasks accomplished

b. Partially accomplished and unaccomplished tasks. Explain.

c. Problems faced

d. Solutions or attempted solutions

e. Experience gained

f. Techniques learned.

**4.Relationship to course offerings**

**5.Conclusion & Recommendations**

a. Overall evaluation of the training period.

b. Evaluation of the training organization.

c. Recommendations for future trainees.

**Appendix:**

* one-page table summarizing the tasks for each week.
* Approved training plan
* Samples of achieved tasks and completed projects

**Fonts & Formats**

Number of pages ( 20-40) , Font: “Times New Roman” Font size: “12” Space: “1.5” Margins : “Narrow”

**Presentation Guidelines**

**Introduction**

i. Identify yourself

ii. Training company

iii. Training department

iv. Training area(s)

**Work description**

a. Training program

b. Weekly breakdown

i. Tasks assigned to you.

ii. Identify each task undertaken and state whether it was fully accomplished,

partially accomplished, or not accomplished.

iii. Your role in each task.

**Gained Benefits**

a. Experience gained

b. Techniques learned

c. Problems faced

d. Solutions or attempted solutions

**Conclusion & Recommendations**

a. Overall evaluation of the training period.

b. Evaluation of the training organization.

c. Recommendations for future trainees.

Time: 10-20 Mins