Institute of Business
and Health Management

INSTITUTE OF BUSINESS AND HEALTH MANAGEMENT

IBHM

INTERNSHIP MANUAL

For BBA & BS Students

Institute of Business and Health Management (IBHM)

Dow University of Health Sciences, Karachi

Version 1.0

TABLE OF CONTENTS

Introduction and Purpose 1

Eligibility and Duration 1

How to apply for Internship 2

Code of Professional Conduct and Ethics 2

Documentation and Assignment requirements 3

Assessment, Evaluation and Grading 4

Appendix A 6

Appendix B 7

Appendix C 14

DOW UNIVERSITY OF HEALTH SCIENCES

Institute of Business and Health Management (IBHM)

INTERNSHIP MANUAL

For BBA & BS Degree Programs

1. Introduction and Purpose

This manual serves as the comprehensive, definitive guide for completing the mandatory internship requirement for the undergraduate degree programs at the Institute of Business and Health Management (IBHM), Dow University of Health Sciences.

The internship manual is structured to act as a crucial academic and professional bridge, to enable seamless transition from theoretical classroom instruction to practical, real-world execution. Through professional placements, students are given a hands-on opportunity to apply core business strategies, develop critical workplace competencies, build targeted functional expertise, and establish lasting networks within their respective industries to significantly enhance their long-term marketability and career readiness.

2. Eligibility and Duration

2.1 Internship Requirements Duration:

- **Internship Duration:** 6-8 weeks.

2.2 Eligibility:

Eligibility Criterion	Requirement
Academic Standing	Student must have completed at least the 5th semester and may apply any time thereafter.
Professional Readiness – Resume	Student must have a fully updated and professionally formatted resume approved by the Placement Office.
Professional Readiness – LinkedIn Profile	Student must maintain an active and professional LinkedIn profile.

Eligibility Criterion	Requirement
Overall Eligibility	All the above criteria must be fulfilled before formally applying for an internship placement.

3. How to Apply for Internship

3.1 Internal Resources

3.1.1 **IBHM Placement Office:** Regularly consult the Business School Placement office for active job postings, corporate partnerships, and direct corporate recruitment pipelines.

3.1.2 **Alumni & Faculty Networks:** Connect with IBHM graduates established in relevant industries and seek counsel from professors who maintain active links to sector leaders.

3.1.3 **Recruitment Drives:** Attend official university career fairs, industry roundtables, and corporate networking sessions.

3.2 External Digital Portals: Use different job websites, company career pages, LinkedIn, professional networks, recruitment agencies, job fairs, and university alumni networks to find job opportunities.

3.2 Preparation

3.2.1 **Interview Preparation:** Placement department will train students for interviews.

3.2.2 **3.2.2 Registration:** Once an offer is secured, it must be commuted by the students the standard Placement Office of IBHM.

4. Code of Professional Conduct and Ethics

While engaged in their internship, students represent the integrity, reputation, and academic standards of Dow University of Health Sciences. Absolute professionalism is mandatory at all times.

4.1 Professional Expectations

4.1.1 Punctuality and Attendance: Maintain at least 75% attendance. Students must arrive on time and complete the required working hours each day. In case of an unavoidable emergency, students must inform the site supervisor in advance.

4.1.2 Professional Appearance: Adhere strictly to the host organization's established dress code policy. Maintain immaculate personal hygiene and grooming.

4.1.3 Professional Communication: Maintain professional, courteous, and polite language across all verbal, written, and digital channels. Practice active listening, respond to digital communications promptly, and keep project supervisors regularly updated on assignment progress or structural bottlenecks.

4.1.4 Quality of Output: Complete all workplace tasks thoroughly, accurately, and to the best of your ability. Respect deadlines, proactively seek technical clarification when needed, and accept performance feedback constructively to foster growth.

4.2 Ethical and Legal Guidelines

4.2.1 Information Confidentiality: Protect all proprietary data, patient information (in healthcare environments), corporate strategies, and internal records. Never share organizational data externally or on personal social channels.

4.2.2 Conflict of Interest: Immediately disclose any personal, financial, or familial ties that could create a conflict of interest within your assigned department.

4.2.3 Data and Asset Integrity: Represent all performance metrics, research data, and operational outcomes honestly and accurately. Avoid using host company resources (computers, software, printing, phone systems) for personal use, and respect all intellectual property parameters.

5. Documentation and Assignment Requirements

To earn academic credit for the internship, students must compile and submit formal academic documentation at the conclusion of their internship.

5.1 BBA Comprehensive Experience Report

Students must author a rigorous, 10-to-15-page comprehensive experience report formatted to university publication standards. (Annexure b)

5.2 Time Log Validation

Students must maintain a precise, chronological Time Log documenting daily operational hours. Every entry must be explicitly signed and verified by the designated site supervisor.

5.3 Feedback Form

At completion of internship student must submit feedback form. (Annexure c)

6. Assessment, Evaluation, And Grading

The field experience requires a standard letter grade format (A through F) and figures directly into the student's cumulative Grade Point Average (GPA).

6.1 Grading Weights Matrix and Core Evaluation Parameters

Evaluation Component	**Weight Allocation**	**Assessment Metrics**
Site Supervisor Evaluation	**50%**	On-site performance, behavior, and behavioral competency execution.
Comprehensive Experience Report by Faculty Supervisor	**40%**	Demonstrates professional conduct, punctuality, and adherence to dress codes, while maintaining high-quality, technically competent, and accurate work. Communicates clearly both verbally and in writing, with strong problem-solving, teamwork, and initiative. Shows adaptability, quick learning ability, and a positive response to constructive feedback.

Evaluation Component	Weight Allocation	Assessment Metrics
Time Log & Documentation	**10%**	Complete the documentation

Appendix A - Registration Form (Google Form)

Student Name

Roll No

Program

Organization

Duration

Signature

Appendix B – Internship Report Form

INTERNSHIP REPORT

Submitted By

Name: ABC

Enrollment No. ABC

Email: ABC

Organization Name: Dow University of Health Sciences

Department Name: ABC

Submitted To

Placement Department, IBHM-DUHS

Institute of Business and Health Management

Dow University of Health Sciences

Karachi - Pakistan

Spring/Fall 202

Dated: 14-Nov-2023

TABLE OF CONTENTS

Executive Summary 4

Organization Overview 6

Vision Statement 6

Mission Statement 6

Department Overview 13

Job Descriptions 15

Organogram 18

Position and Description of Duties 20

Organizational Analysis 22

SWOT Analysis of DUHS 22

Departmental Analysis 25

Recommendations 28

Learning Outcomes 30

Executive Summary

Organization Overview

Vision Statement

Mission Statement

public resources.

Department Overview

Job Descriptions

Organogram

Position and Description of Duties

Organizational Analysis

SWOT Analysis of DUHS

Strength

Weaknesses

Opportunity

Threats

Departmental Analysis

.

Recommendations

Learning Outcomes

Student Information

Student Name	
Roll Number	
Program	
Semester	
Host Organization	
Department	
Site Supervisor	
Internship Duration	

Daily Time Log

Date	Day	Time In	Time Out	Hours	Tasks / Activities	Student Initial	Supervisor Signature

Weekly Summary

Week	Hours Completed	Cumulative Hours	Supervisor Initial
Week 1			
Week 2			
Week 3			
Week 4			
Week 5			
Week 6			
Week 7			
Week 8			
Week 9			
Week 10			

Student Declaration

Student Signature: _____ Date: _____

Site Supervisor Verification

Supervisor Name: _____

Designation: _____

Organization: _____

Signature: _____

Official Stamp: _____

Date: _____

Placement Office Verification

Placement Officer

Verified Hours

Remarks

Signature

Date

Formatting Guidelines:

- Use a clear and professional font (e.g., Times New Roman) in a readable size (14-point for main headings and 12-point for body).
- Use 1.15 spacing between lines of text.
- Use 1-inch margins.
- Include page numbers in the report.
- Proofread the report for grammar and spelling errors.

Appendix C – Internship Feedback Form



Dow University of Health Sciences

Baba-e-Urdu Road Karachi- 74200 Pakistan.

INTERNSHIP FEEDBACK FORM

1. Full Name: _____
2. Cell/ Mobile No: _____
3. Email Address: _____
4. Qualification: Academic (Last Qualification): _____
   Technical (if any): _____
5. Parent Institution: _____
6. Institute/Department of Placement: _____
7. Internship Period: From_____ to_____
8. Name & Designation of Supervisor: _____

Please read each statement and rate it according to the scale below:

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I was given orientation with the department.					
I was welcomed by the department.					
The working environment was pleasant and encouraging.					
My supervisor set clear goals with me during the internship.					

I had the opportunity to learn new skills during the internship.					
The tasks were challenging and interesting.					
I had a good working experience with my supervisor.					
I had a good working relationship with my colleagues.					
My supervisor provided me with constructive feedback.					
I found the internship to be useful for my career.					

Mention major tasks which you completed during the internship period.